

Ross Reports ON TELEVISION

INCLUDING

JULY 20, 1955

VOLUME 7 NUMBER 29 A

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum
BUS MGR: Marjorie Oxley

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THE TELEVISION INDEX

PRODUCTION • PROGRAMMING • TALENT

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

DuPont has dropped its Cavalcade of America series (currently seen spot over the summer) and will replace it with a new DuPont Cavalcade Theatre series, starting Sept 13, Tuesdays, 9:30-10pm, over ABC-TV. The time spot is two hours later than the former Cavalcade net time on ABC. Four Star Productions, Inc (Don Sharpe, et al) has been commissioned to produce 26 films for the series. Material used for the stories will be more contemporary than the previous series which was largely recreated highlights of American history. Producer for the series will be Warren Lewis, with shooting scheduled soon at Four Star, R.K.O. Pathe Studios, Culver City, Calif. BBD&O is agency for DuPont.....CBS has signed Ken Murray to write a property called "I Hear America Singing." It could turn out to be one of the specs for Ford Star Jubilee, or another CBS special, or a series in its own right.....Kenco Films, Inc., starts filming Joe and Mabel today at Bedford Park Film Studio for co-packagers CBS and Talent Associates. Larry Blyden and Nita Talbot star in the series, which may start Sept 20 over CBS, Tuesdays, 9-9:30pm. Paul Bogart is producing and directing the films. Kenco Films, Inc (Ken Cofod) also does the physical production on the Phil Silvers CBS' series, You'll Never Get Rich, in production at the Du Mont Telecentre.

NBC's new Matinee series, one-hour, full-color live programs, presented Monday thru Friday, 3-4pm, will start Monday, Oct 3, with Albert McCleery as executive producer. (Mr. McCleery's status as producer and director for the live programs in the Campbell Soup StarStage series is up in the air. No replacement yet, although he could wind up as exec producer of this series, too). Matinee will use scripts from all sources, including originals and repeats of past one-hour nighttime dramas. McCleery's staff will include separate teams of producers, directors and script editors. Head of the script dept in New York for the series is Ethel Frank, NBC, 1270 Sixth Ave., New York 20., assisted by Rosemary Foster and Martin Donovan as script editors. West Coast contacts have not been set. The new drama schedule knocks out several of NBC's daytime soapers, with survivors subject to other schedule adjustments when the new series starts. NBC emphasizes that the dramas will be nighttime quality for daytime viewers and, of course, are intended to dramatize the fall color TV set sales push which must go into high gear because of the expensive research and manufacturing facilities that are waiting for a market to materialize.....The fulltime use of the color facilities at Burbank for day and evening programs in the fall will be matched in the east by the Brooklyn studio used for the color specs, the Colonial Theatre in Manhattan and the new NBC color studio 3K in Radio City, to be used for colorcasting Howdy Doody, starting Monday, Sept 12.

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(MORE)

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NBC has signed Dr. Benjamin Spock, well known pediatrician and psychiatrist, to a long term contract to star in a new series of Sunday afternoon programs, titled Dr. Spock, starting Oct 9, Sundays, 3-3:30pm NYT. The program will be especially for parents and prospective parents and will deal with many aspects of child-rearing. Production will be by NBC Public Affairs.....NBC is also working on its late Sunday afternoon lineup, filling in the spots between the Maurice Evans-Hallmark series, the Opera Theatre and Wide Wide World with a possible Book-of-the-Month Club Theatre hour and a half drama project once monthly. The "automatic best seller" organization generates problems because of the wealth inherent in subsidiary rights, which will take a lot of clearing for TV dramatizations.

The first of the Orson Welles color films under his CBS contract will probably go into production about Aug 15, with pre-production now under way in England..... The Errol Flynn Tales of the Foreign Legion series to be produced in England is still only a pilot film. Recent publicity bubbles were to regenerate interest and the decision to proceed with filming is still being held up. Distributor of the series would be CBS Film Sales.....The new Ziv series starring Broderick Crawford, Highway Patrol, has been sold in 37 cities. Currently being shot in various Western locations with Herbert Strock directing, the episodes are based on highway patrol stories being filmed in cooperation with various state agencies. Ziv says the films are being made at a cost of over \$40,000 per episode for the 39-film series, which is using California locales for the first stories.....Guild Films is proceeding with production of its I Spy series at Biltmore Studios in Manhattan, where it is also producing The Goldbergs film series. The Raymond Massey espionage starrers went into production first at Parsonnet Studios in Long Island City in April before production hiatus..... Properties for the Jane Wyman-Fireside Theatre and Alfred Hitchcock series are being handled thru East and West Coast offices. Bill Morwood, MCA, 221 West 57th St., New York 19. CI 7-2310, handles scripts for both series in the east, but he prefers to read short stories and synopses of possible stories. Most stories for the series are generally being written on the West Coast. The West Coast contacts are: Wyman: Lou Lindsay, Lewman Productions, 4024 N. Radford, Studio City, Calif. Hitchcock: Manning O'Connor, Revue Productions, 3970 Santa Monica Blvd., Beverly Hills, Calif.

The first complete commercial production unit with a fully-equipped closed circuit live-film system for testing live commercials as well as for final film production is currently in operation at Empire Production Corp., 480 Lexington Ave., New York 17. PL 9-4500. It is believed to be the first complete closed circuit system for agencies besides the J. Walter Thompson Company's own single-camera closed circuit test system. Empire's Studio is 25 x 50 with a 15-foot acoustic ceiling. The closed circuit system and production unit includes two Dage broadcast-type cameras, a film chain, kinescope recording facilities, 16mm and 35mm film cameras and multi-channel recording. The TV cameras are equipped with 3-lens turrets and Zoomar attachments. The studio is being made available to advertising agencies on a per diem or an annual retainer basis; the latter arrangement reserves the studio facilities for an agency for one day a week for a year. Basic charges for all facilities, plus a permanent crew, is \$1,250 daily when available, which includes the use of a separate viewing room plus portable monitors. Annual agency retainer fee is \$35,000. Tests already run indicate that with proper scheduling, agencies can rough test live or film commercials, test film with live cut-in, or vice versa, for about \$200 per commercial. (We emphasize this development because during the past year there have been several important account shifts among agencies which might be traced to comparative handling of TV commercials as well as production know-how).

Brave Eagle, Chief of the Cheyennes, a new Roy Rogers Productions film series, goes into production on Aug 1, for first showing over CBS-TV, Sept 28; Wednesdays, 7:30-8pm. The series is still open for sponsorship. Keith Larsen will star in the title role, with 26 films scheduled for production this year. Art Rush, exec producer, originally planned this one and made the pilot under the tentative title of Co-chise, but property conflicts cued the Brave Eagle shift.

The revolution in the local Los Angeles programming picture which started this week when KTTV upended its Monday thru Friday morning schedule, will go further along the road when KNXT brings in 90 per cent of its daytime programs on a live basis off the network, ending its sub-normal kine and quick-kine program diet. KTTV now opens its day at 7am with Sheriff John's Breakfast Brigade, a film and live mixture for adults as well as children; followed by Top of the Morning at 8am, featuring Bill Leyden hosting Bob Clampett's puppet characters; Time for Beany, from 8:15 to 8:30am, with Top of the Morning returning until 9:20am (Beany is also a Clampett puppet, but he will retain that identity in the morning lineup); then Janet Dean, Registered Nurse bows in, followed by Heart of the City at 10am. The latter two are being seen at the earliest time major film series have heretofore been regularly scheduled. The KNXT swing, beginning Monday, Aug 1, involves more than a dozen CBS net programs, with only Garry Moore Show (3-3:30pm PT), Arthur Godfrey Time (3:30-4pm) and Strike it Rich (4-4:30pm) being shown via kines. The day opens with the CBS Pacific Net's Panorama Pacific from 7-9am, then proceeds to: 9am- Valiant Lady; 9:15- Love of Life; 9:30- Search for Tomorrow; 9:45- Guiding Light; 10- Jack Paar Show; 10:30- Welcome Travelers; 11- Robert Q. Lewis Show; 12noon- The Big Payoff; 12:30pm- Bob Crosby Show; 1- The Brighter Day; 1:15- Secret Storm; 1:30- On Your Account. Local shows and the kines noted above fill out the afternoon. The KNXT changes could be the first sign of the squaring off between nets to meet the challenge of NBC's Matinee (to be seen from 12noon-1pm on the West Coast. See Page one), and the late afternoon challenge from ABC's Mickey Mouse Club. Los Angeles and other coast cities have long complained about the quality of kine repeats, even of shows originating there.

With Worthington Miner's Frontier series going into production at Hal Roach Studios, Studio City TV Productions, Inc (Republic) will make two pilots, starting this month, of a new series called Frontier Doctor, starring Rex Allen. Edward J. White is associate producer, with Franklin Adreon directing. Allen has been a Republic Western star. It has become obvious this year that television film producers will be forced to unite in setting up their own title registration bureau, if they don't first ask the major motion picture producers to move for some sort of subsidiary status for TV clearance thru the regular movie title registration bureau. The very multiplicity of TV film series and live series demands some sort of regulation, even if it is almost impossible to clear individual episode titles.

AGENCIES AND ACCOUNTS: Erwin, Wasey & Co, Inc(NY) has resigned as agency for radio-TV media advertising for Admiral Corp. Russel M. Seeds Co, Inc(Chi) currently handles the remainder of Admiral's advertising.....Roy S. Durstine, Inc., has been named to handle the Redi-Magic Milk Shake Mix Co account (LA local spot TV commitments were already announced this week) on a national basis.

PEOPLE GOING PLACES: Howard S. Meighan named v.p. of CBS Television, in charge of its Western Division.....Richard A. Jackson upped to director of public relations for WOR and WOR-TV(NY).....United Talent Agency moves on Aug 1 to 119 West 57th St., New York 19. CI 6-0464. Mr. Carley Mills has joined the staff to handle general musical talent.....William Koblenzer named sales manager of the Du Mont TV Network and "Electronicam" services in New York.

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WEEKLY REPORT

A FACTUAL RECORD OF THE WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

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Sunday(31)

ABC- 9:30-10pm EDT; NET RETURN; Life Begins At 80; from WABC-TV(NY), 43 stations live, 22 kine. Sponsor- Serutan Co (Zarumin, Serutan) thru Edward Kletter Associates, Inc(NY); Agcy & Comm Superv- Don Blauhut. Pkgr- Barry, Enright & Friendly, Inc(NY); Prod & Casting- Mike Oppenheimer(BE&F); Dir- Matt Harlib; Tech Dir- Alfred Smith. Jack Barry m.c.'s the panel quiz show, with all panelists over 80 years of age. Regulars are Fred Stein, Georgiana Carhart, Mr. & Mrs. Thomas Clark, with one weekly celebrity guest. Program originally debuted over the NBC network on Jan 13, 1950; moved to the ABC net in October, 1950; moved to the Du Mont net on March 14, 1952; last Du Mont program July 24, 1955. In its new ABC spot the program replaces Stork Club (last show July 24).

CBS- 7-7:30pm EDT; DEBUT; It's Magic; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV(NY); Exec Prod- Richard Lewine; Prod- Milton Douglas; Assoc Prod & Writer- Max Wilk; Dir- Rai Purdy; Music Dir- Hank Sylvern; Casting- Helen Keane(CBS Casting). Paul Tripp is host to different types of magicians who present their acts, each highlighting his particular specialty. The program fills the spot vacated by Pride of the Family (last show July 10), with two special public service shows filling the spot in the interim. This is the regular time for Lassie which returns after hiatus on Sept 11.

NBC- 5-5:30pm EDT; SPECIAL; Conversation with Pablo Casals, ON FILM; from WRCA-TV(NY), to the net. Sustaining. Pkgr- NBC Public Affairs(NY); Prod- Robert Graff; Asst Prod- Beatrice Cunningham; Dir- Jacques Baratier; Cameraman- Raymond Clunie; Film Eds- Robert Loweree, Ben Schiller. One of NBC's continuing series of filmed conversations with "elder wise men." Cellist Pablo Casals, 79, one of the world's great musicians, talks with former student Madeline Foley.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Let's Take a Trip (Sun, 5:30-6pm EDT) Last show July 24.

Frankie Laine Time (Wed, 8-9pm EDT) PRODUCTION CHANGES: Pkgr- CBS-TV(NY); Prod- Lester Gottlieb; Assoc Prod- Jerome Shaw; Dir- Seymour Berns; Music Dir- Hank Sylvern (replaced Jimmy Carroll who did first show). Also Add to Sponsor's Products: The Toni Co (Casual) thru Clinton E. Frank, Inc(Chi). (See page 82).

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OTHER NET CHANGES(More)

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OTHER NET CHANGES(Cont'd)

DuM- What's the Story (Fri, 7:30-8pm EDT) New day and time, became effective July 8. Program was previously seen Wed, 8-8:30pm, last show in this spot June 29.

All About Baby (Thu, Fri, 1:45-2pm EDT) Last Friday show was July 8; last Thursday show July 21 (last show was on kine). Mrs. Ruth Crowley, who conducted the program; also seen locally in Chicago, Mon thru Fri, over WGN-TV; died Tuesday, July 19.

NBC- Parent's Time (Mon thru Fri, 10:30-10:45am) New name for program formerly called You and Your Child, starring Dr. Frances Horwich. Change effective July 22.

Batter Up, Mr. President; SPECIAL July 23; Sat, 7-7:30pm EDT; from WRCA-TV(NY), to the net. Pkgr & Prod- WRCA-TV with Gross-Baer Productions, Inc(NY). Program highlighting the movement launched by President Eisenhower to encourage young Americans to participate in athletics. The program will tell the story of the WRCA-TV and Gross-Baer program, Junior Champions, and will also feature many noted sports personalities. Ben Grauer will be program moderator.

The Big Change; SPECIAL July 23; Sat, 8-8:30pm EDT; from WRCA-TV(NY), to the NBC o-and-o stations, five stations. TV set promotion, RCA and general. Pkgr- NBC O & O Stations Div; Prod & Dir- Ted Nathanson; Writer- Bob Stewart. Variety program presenting the development of home entertainment from the crystal radio set of the twenties, to the TV set of today, originating from RCA Exhibition Hall in New York with Jinx Falkenburg as m.c.; featuring Hume Cronyn and Jessica Tandy, comedian Cliff Norton, Vaughn Monroe, Ben Grauer and others. Program replaces Midwestern Hayride on NBC o-and-o stations only, one time.

NEW NETWORK SPONSORSHIPS

THE AMERICAN TOBACCO CO (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY) and GENERAL FOODS CORP (Instant Maxwell House Coffee) thru Benton & Bowles, Inc(NY) and (Minute Rice) thru Young & Rubicam, Inc(NY) will co-sponsor The M-G-M Parade over ABC-TV, Wednesdays, 8:30-9pm EDT, beginning Sept 14.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7)- Wednesday Night Sports Page; DEBUT July 20; Wed, approx 10:45-11pm EDT. New York Sustaining. Pkgr & Prod- WABC-TV Sports Dept; Dir- Lou Volpicelli. Bob Cooke, sports editor of the N. Y. Herald Tribune, presents sports news and feature comment, following the ABC Wednesday Night Fights.

WPIX(Ch 11) - This is Your Time; DEBUT July 27; Wed, 10-10:30pm EDT. Sponsor- Terminal Barber Shops. Prod- Claire Emory; Dir- Herb Homes. Program stars Claire Emory, who interviews guests and presents background information on special events, as well as other show features.

KNXT(Ch 2) - Frees on Two; DEBUT July 18; Mon thru Fri, 11pm-12midnight PT. Participations. Pkgr- KNXT(LA); Prod & Dir- Bill Gordon, Jr. Actor-comedian Paul Frees is m.c. for this musical variety show, also featuring as regulars, jazz violinist Joe Venuti, singer-instrumentalist Tony Romano, singer Mary Meade French, pianist Russ Black, newscaster Chuck Bennett, and guest celebrities. Program replaces Musical Nitecap as late hour variety show. (See page 46).

KTTV(Ch 11) - Top of the Morning; DEBUT July 18; Mon thru Fri, 8-8:15am, 8:30-9:20am PT. Participations. Pkgr & Prod- KTTV with Bob Clampett; Dir- Joe Agnello. Bill Leyden is host to the entire stable of Bob Clampett puppet character creations, except Time for Beany, which moves to 8:15-8:30am as itself.

MEMORANDUM FOR THE DIRECTOR, FBI

RE: [Illegible]

1. [Illegible]

2. [Illegible]

3. [Illegible]

4. [Illegible]

5. [Illegible]

TALENT SHOWSHEET JULY 25-31, 1955

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Most of the shows on July 22, 23, 24 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, July 29. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below but are available and may be requested at any time. Currently in network re-runs and omitted from the listings below are: Roy Rogers, Kodak Request Performance, Ray Bolger, Danny Thomas, Captain Midnight, Dragnet, My Little Margie, Adventure of Rin-Tin-Tin, Life With Father, It's a Great Life, Your Play Time, Spotlight Playhouse, General Electric Theatre, Stage 7, Ray Milland, Medic, Ford, Summer Theater, Bob Cummings, Topper, Halls of Ivy, T Men in Action.

FRIDAY JULY 22

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Soldiers of Fortune WABC-TV 8pm

Torch of Olymriad - with regulars; (SW & SD)

SATURDAY JULY 23

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MUSICAL CHAIRS NBC 9pm

Kill: Sue Carson (C); add: June Christy (S) (FROM HOLLYWOOD)

AND HERE'S THE SHOW NBC 10pm  
(Ransom Sherman)

Walton & O'Rourke (C) & their marionettes, the Doubledaters (S&D), Jonathan Winters (C) (FROM HOLLYWOOD)

SUNDAY JULY 24

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LAMP UNTO MY FEET CBS 10am
(Dr. Lyman Bryson)

The Wise in Heart - (O) by Charles Norman; with Carmen Mathews, Staats Cotsworth, Dean Stockwell, Rusty Lane; (SD)

Wild Bill Hickok CBS 11:30

Cry Wolf - with regulars; (SW & SD)

CAMERA THREE WCBS 3:30
(James Macandrew)

The Open Boat - (O) by Stephen Crane, (A)-(SW); with John Drainie, Gerald Sarracini, Jared Reed, Irving Lerner, Michael Kane, Thomas Scott (S&M)

Captain Gallant of the Foreign Legion NBC 5:30pm

The Camel Race - (O) by John O'Dea, (A) by Jack Andrews; with regulars & Roger Hanin, Anne Marie Mersen, Jean Landier; (SD)

COLGATE VARIETY HOUR NBC 8pm

add to last week's listing: Ray Anthony (M) (FROM HOLLYWOOD)

The Whistler WPIX 9pm

The Big Jump - (O) by Joel Malone; with John Ireland, Tina Turner, Robert Osterloh, Harry Tyler, Charles Lind, Joseph Hamilton, William Forman; (SD)

CHANCE OF A LIFETIME ABC 9pm

Gloria Van Dorpe (S), Tommy Leonetti (S)

STORK CLUB ABC 9:30

The Blackburn Twins (S&D), Vicki Mills (S), Gali Gali (magic) (LAST SHOW)

CAMEO THEATRE NBC 10pm

The Grown Ones - (O) by Rodney Coneybeare; with Karen Sharpe, James Drury, Helen Mayan, George Chandler, Dorothy Granger (HD)

APPOINTMENT WITH ADVENTURE CBS 10pm

Desperate Game - title changed from listing announced last week; all other credits remain the same

MONDAY JULY 25

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Superman WRCA-TV 6pm

The Talkative Dummy with regulars; (SW & SD)

Sherlock Holmes WRCA-TV 7pm  
(Ronald Howard)

The Case of the Perfect Husband - (O) by Hamilton Keener; with Mary Sinclair, Michael Gough, Carol Saroyan, Thomas Quinn Curtiss, Richard Watts

PRODUCERS SHOWCASE NBC 8pm  
(COLOR)

The Fourposter - (O) by Jan de Hartog, (A) by Joseph Schrank; with Jessica Tandy, Hume Cronyn; Prod & Staged by Cronyn; TV Dir - Clark Jones; Costumes - Lucinda Ballard; Sets - Otis Riggs

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30

Leo Pipino (M), Josita Hernandez (S), F. X. McDonald (S&M)

VOICE OF FIRESTONE ABC 8:30

Leontyne Price, William Warfield (both S)

1. The purpose of this document is to provide a comprehensive overview of the current state of the project and to identify the key areas for improvement. The document is organized into several sections, each focusing on a different aspect of the project.

2. The first section, titled "Introduction", provides a brief overview of the project and its objectives. It also discusses the importance of the project and the role of the team in its success.

3. The second section, titled "Current State", provides a detailed overview of the current state of the project. It includes a summary of the progress made to date and a list of the key areas for improvement.

4. The third section, titled "Recommendations", provides a list of recommendations for improving the project. These recommendations are based on the findings of the current state analysis and are designed to address the key areas for improvement.

5. The fourth section, titled "Conclusion", provides a summary of the key findings of the document and a final statement of the project's importance.

6. The fifth section, titled "Appendix", provides additional information related to the project. This includes a list of references, a glossary of terms, and a list of acronyms.

7. The sixth section, titled "References", provides a list of the sources used in the document. These sources include books, articles, and other documents that provide information on the project and its related areas.

8. The seventh section, titled "Glossary", provides a list of the terms used in the document and their definitions. This is intended to help readers understand the terminology used in the document.

9. The eighth section, titled "Acronyms", provides a list of the acronyms used in the document and their full names. This is intended to help readers understand the abbreviations used in the document.

10. The ninth section, titled "Index", provides a list of the topics covered in the document and the pages on which they are discussed. This is intended to help readers find the information they need quickly and easily.

11. The tenth section, titled "List of Figures", provides a list of the figures included in the document. These figures include charts, graphs, and other visual aids that help illustrate the data presented in the document.

12. The eleventh section, titled "List of Tables", provides a list of the tables included in the document. These tables include data tables and other tables that provide information on the project and its related areas.

13. The twelfth section, titled "List of Appendices", provides a list of the appendices included in the document. These appendices include additional information related to the project, such as a list of references, a glossary of terms, and a list of acronyms.

14. The thirteenth section, titled "List of References", provides a list of the sources used in the document. These sources include books, articles, and other documents that provide information on the project and its related areas.

15. The fourteenth section, titled "List of Glossary", provides a list of the terms used in the document and their definitions. This is intended to help readers understand the terminology used in the document.

16. The fifteenth section, titled "List of Acronyms", provides a list of the acronyms used in the document and their full names. This is intended to help readers understand the abbreviations used in the document.

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22. The twenty-first section, titled "List of Glossary", provides a list of the terms used in the document and their definitions. This is intended to help readers understand the terminology used in the document.

23. The twenty-second section, titled "List of Acronyms", provides a list of the acronyms used in the document and their full names. This is intended to help readers understand the abbreviations used in the document.



MONDAY JULY 25 (Cont'd)  
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Those Whiting Girls CBS 9pm

regulars & Robert Crosson, Bennett Green; (SW & SD)

ETHEL AND ALBERT CBS 9:30

regulars & Maurice Wells, Dortha Duckworth, Vinton Hayworth

ROBERT MONTGOMERY NBC 9:30
 PRESENTS

Decision by Morning - (O) by Sylvia Cooper, (A) by Theodore & Mathilde Ferro; with stock co. & Virginia Kaye, Beverly Lunsford, Terry O'Sullivan, Humphrey Davis; (SD) by John Newland.

STUDIO ONE SUMMER CBS 10pm
 THEATRE

A Tall Dark Stranger - (O) by Peter Barry; with Constance Ford, Martin Rudy, Russell Hicks, James Reese, Nelson Olmsted, Tom Gorman, Johanna Barrett, Kate Harkin, Bert Thorn, Richard Turner, Carroll Saint, Vince Gardenia, Michael Keene, Pat Sexton, Charles McClelland, Sam Gray; (SD) by Tom Donovan.

Eddie Cantor WABC-TV 10pm

The Romance Wrecker - with Charles Coburn, Cathy Downs, Jack Grinnage; (SW & SD)

TUESDAY JULY 26
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TALENT VARIETIES ABC 7:30

Herb Kratoska (M), Jimmy DeFore (D), Billy Pappen (M&C), Dave Workman (M) (FROM SPRINGFIELD, MO.)

ARTHUR MURRAY NBC 8:30  
 PARTY

Bert Lahr (C), Teresa Brewer (S), Stuart Morgan Dancers; Jealousy sketch from Two's Company - (O) by Nat Hiken & Billy Friedberg

MUSIC '55 CBS 8:30

Duke Ellington (M), Yehudi Menuhin (M), Ann Richards (S)

WEDNESDAY JULY 27  
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Fabian of Scotland Yard (Bruce Seton) WRCA-TV 7pm

The King's Hat - (O) by Brock Williams; with Dorinda Stevens, Derek Aylward, Michael Craig, Alexander Gauge, C. Denier Warren, Noel Howlett, Jack Melford, Robert Raglan; (SD)

FRANKIE LAINE TIME CBS 8pm

Lisa Kirk (S), Alan King (C), Joan Holloway (D), Dick Van Dyke (C), Somethin' Smith and the Redheads (S)

The Millionaire CBS 9pm

The Story of Betty Jane Ryan - with Jean Byron, John Howard

KRAFT TELEVISION NBC 9pm
 THEATRE

Meet a Body - (O) by Frank Launder & Sidney Gilliat; (A) by Carl Allensworth; with James Broderick, Joyce Smith, Lee Goodman, Raymond Bramley, Guy Raymond, Treva Frazee, Beatrice Wright, John Gibson, Luis Van Rooten; (SD)

FRONT ROW CENTER CBS 10pm

Dark Victory - (O) by George Brewer, Jr. & Bertram Bloch, (A) by Andrew Allen; with Kent Smith, Margaret Field, Maureen Stephenson, Dorsey Keaton, William Schallert, Marjorie Wood, Kay Stewart, Mary Adams, Alex Franz; (SD, FROM HOLLYWOOD)

Douglas Fairbanks WRCA-TV 10:30

Room 506 - (O) by James Patrick O'Neill; with Mary Jerrold

THURSDAY JULY 28
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Guy Lombardo WRCA-TV 7pm

Martha Wright (S)

CLIMAX! CBS 8:30  
 (Bill Lundigan)

Dr. Jekyll and Mr. Hyde - (O) by Robert Louis Stevenson, (A) by Gore Vidal; with Michael Rennie, Sir Cedric Hardwicke, Mary Sinclair

STAR TONIGHT ABC 9pm

The Matrimony Shoppe - (O) by Gladys Seidelhuber; with Katherine Hynes, Leslie Barrie, Walter Burke; (SD) by Mary Scourby

LUX VIDEO THEATRE NBC 10pm

The Bride Came C.O.D. - (O) by Kenneth Earl & M. M. Musselman, screenplay by Julius J. & Philip G. Epstein; TV (A) by Sanford Barnett; with Ron Randall, Joyce Holden, Florenz Ames, Patrick Waltz, Alexander Campbell, Eddie Marr, Ralph Sanford, Tom Jordan; (SD) by Richard Dunlap; Mervyn LeRoy as guest

FRIDAY JULY 29  
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Schlitz Playhouse CBS 9pm

The Direct Approach - (O) by Richard Stern, (A) by Andrew Kevin with Mona Freeman, John Archer, Minor Watson, Willis Bouchee, Phil Tead, Gloria Ann Simpson, Charles Watts, Harry Lauter, James Turley, Malcolm Atterbury; (SD) by Jus Addiss

TO: THE SECRETARY, U.S. DEPARTMENT OF THE INTERIOR

FROM: THE DIRECTOR, BUREAU OF LAND MANAGEMENT

SUBJECT: [Illegible]

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FRIDAY JULY 29 (Cont'd)

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The Vise ABC 9:30  
WINDOWS CBS 10:30

The Verdict - with Fred Johnson, Adrienne Allen, Brian Smith  
.....  
The Love Letters of Smith - (O) by H. V. Eunner, (A) by Leo Davis; with Eileen Heckart; (SD) by George Gould; Staged by David Alexander

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JULY 22 THRU FRIDAY JULY 29

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TODAY (Dave Garroway)	NBC 7am	Tu - premiere of <u>The Virgin Queen</u> with Bette Davis, covered by Faye Emerson
GARRY MOORE	CBS 7am	Tu - Jamie Buswell (M); F - Marshall & Farrell (C), Dylan Todd (S)
HOME	NBC 11am	Tu - The Baird Puppets
JACK PAAR	CBS 1pm	Tu - Chan Day (cartoonist)
BROKENSIRE SHOW	WRCA-TV 1pm	W - TV Workshop - Take Your Cue - with Bob Kennedy as MC; Prod by Bob Stewart & Harry Olesker
ENTERTAINMENT	WABC-TV 2:30	Tu - Betty Kean (S)
THE BIG PAY-OFF	CBS 3pm	M thru F - Bud Collyer subs for vacationing Randy Merriman
WAY OF THE WORLD (Gloria Louis)	NBC 4pm	M thru F - (5 episodes) - (O) by Walter Black & William Mendrek; with Louise Allbritton, Phil Meeder, Rock Rogers, Lawrence Fletcher, Frank Downing; Prod by Joseph Scibetta, subbing for vacationing Therese Lewis; (SD)
MODERN ROMANCES (Martha Scott)	NBC 4:45	M thru F - <u>Beverly</u> - (O) by William Kendall Clarke; with Ann Loring, Melville Ruick, Ronald Dawson, Henry Lascoe, Karl Swenson; (SD)
VAUGHN MONROE	NBC 7:30 COLOR	Tu - The Satisfiers (S); Thu - The Diamonds (S), Los Barrancos (D), Betty Luster (D)
MATT DENNIS	NBC 7:30	M - Robert Maxwell (M); F - Betty Clooney (S)
JULIUS LAROSA	CBS 7:45	W - DeMarco Sisters (S)
UPBEAT!	CBS 7:45	Tu & Thu - Georgia Gibbs (S)
TONIGHT (Steve Allen)	NBC 11:30	M - Margo, Eddie Albert, Frank Fontaine (C), Miss Universe & Miss United States, Peter the Hermit; Tu - Karen Chandler (S), the Sportsmen Quartet (S); W - B. S. Pully (C), Harry Warren (songwriter); Thu - Jonathan Winters (C), June Christy (S), Dave Brubeck (M); F - Johnny Mercer (songwriter), Page Cavanaugh Trio (M)
WORLD OF MR. SWEENEY (Charlie Ruggles, Glenn Walken, Helen Wagner)	NBC 4:30	regulars &: M - Charles Cooper, Jean Cleveland, Janet Fox; Tu - Dortha Duckworth, Virgilia Chew; W - Susan Steell, Bill Johnstone, John Armstrong; Thu - Charles Eggleston; F - Jean Cleveland, John Shellie, Dulcie Cooper; (SW & SD)

SATURDAY JULY 30

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Commando Cody NBC 11am  
(Judd Holdren)  
  
Stories of the WCBS-TV 5pm  
Century (Jim Davis)  
  
AMERICA'S GREATEST CBS 8pm  
BANDS (Paul Whiteman)  
  
SUMMER SPECIAL NBC 9pm

Cosmic Vengeance - (SW) b Ronald Davidson; with regulars & William Schallert, I. Stanford Jolley, Craig Kelly, Gregory Gay, Zon Murray; (SD)

Johnny Ringo - (O) by Maurice Tombragel; with Donald Curtis & regulars; (SD)

Ted Weems, Ralph Font, Tony Pastor, Charlie Barnet & Bands

Svengali and the Blonde - musical melodrama based on George du Maurier's Trilby, (A) by Alan Handley & Charles Gaynor; with Ethel Barrymore, Carol Channing, Basil Rathbone, Russell Arms Franklin Pangborn, William Meigs, Hal Smith, Mitzi McColl, Nancy Kulp, Edit Angold, Charlotte Knight, Harry Varperestan; Prod-Dir by Alan Handley; Words & Music by Charles Gaynor; Music Dir - Vic Schoen; Choreog - Tony Charmoli; Costumes - Grady Hunt; Sets - Ed Stephenson (FROM HOLLYWOOD)

|                                                                                        |                                                                                              |                                                                              |                                                                               |
|----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| 1. The first part of the report is a general introduction to the subject of the study. | 2. The second part of the report is a detailed description of the methods used in the study. | 3. The third part of the report is a discussion of the results of the study. | 4. The fourth part of the report is a conclusion and summary of the findings. |
| 5. The fifth part of the report is a list of references.                               | 6. The sixth part of the report is a list of figures and tables.                             | 7. The seventh part of the report is a list of appendices.                   | 8. The eighth part of the report is a list of footnotes.                      |
| 9. The ninth part of the report is a list of acknowledgments.                          | 10. The tenth part of the report is a list of abbreviations.                                 | 11. The eleventh part of the report is a list of symbols.                    | 12. The twelfth part of the report is a list of units.                        |
| 13. The thirteenth part of the report is a list of definitions.                        | 14. The fourteenth part of the report is a list of terms.                                    | 15. The fifteenth part of the report is a list of concepts.                  | 16. The sixteenth part of the report is a list of theories.                   |
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| 33. The thirty-third part of the report is a list of definitions.                      | 34. The thirty-fourth part of the report is a list of terms.                                 | 35. The thirty-fifth part of the report is a list of concepts.               | 36. The thirty-sixth part of the report is a list of theories.                |
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| 57. The fifty-seventh part of the report is a list of models.                          | 58. The fifty-eighth part of the report is a list of hypotheses.                             | 59. The fifty-ninth part of the report is a list of predictions.             | 60. The sixtieth part of the report is a list of conclusions.                 |
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| 69. The sixty-ninth part of the report is a list of acknowledgments.                   | 70. The seventieth part of the report is a list of abbreviations.                            | 71. The seventy-first part of the report is a list of symbols.               | 72. The seventy-second part of the report is a list of units.                 |
| 73. The seventy-third part of the report is a list of definitions.                     | 74. The seventy-fourth part of the report is a list of terms.                                | 75. The seventy-fifth part of the report is a list of concepts.              | 76. The seventy-sixth part of the report is a list of theories.               |
| 77. The seventy-seventh part of the report is a list of models.                        | 78. The seventy-eighth part of the report is a list of hypotheses.                           | 79. The seventy-ninth part of the report is a list of predictions.           | 80. The eightieth part of the report is a list of conclusions.                |
| 81. The eighty-first part of the report is a list of recommendations.                  | 82. The eighty-second part of the report is a list of suggestions.                           | 83. The eighty-third part of the report is a list of comments.               | 84. The eighty-fourth part of the report is a list of notes.                  |
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| 97. The ninety-seventh part of the report is a list of models.                         | 98. The ninety-eighth part of the report is a list of hypotheses.                            | 99. The ninety-ninth part of the report is a list of predictions.            | 100. The hundredth part of the report is a list of conclusions.               |



SATURDAY JULY 30(Cont'd)  
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TV'S TOP TUNES CBS 10pm

Teresa Brewer (S), Webb Pierce & Western Band

Damon Runyon Theatre CBS 10:30

A Light in France - (O) by Jack Harvey; with Maxie Rosenbloom, Hugh O'Brian, Edward Everett Horton, Lita Milan, Otto Waldis, Ramsay Hill, Glase Lohman; (SD) by Sidney Miller

Mayor of the Town WRCA-TV 11:15
 (Thomas Mitchell)

First Year - (SW) by Erna Lazarus; with regulars & Betty Lynn, Alan Dexter, Dan Riss; (SD)

SUNDAY JULY 31
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Wild Bill Hickok CBS 11:30

Boy and Hound Dog - with regulars; (SW & SD)

Captain Gallant of the Foreign Legion NBC 5pm

Tala's Secret - (O) by Jack Andrews; with regulars & Francine Brandt, Daniel Lecourtois, Maurice Teynac, Emilio Carrer; (SD)

IT'S MAGIC CBS 7pm  
 (Paul Tripp)

Gali Gali, Dolinoff & Rayes, Domonique (all magicians)  
 (PREMIERE)

COLGATE VARIETY HOUR NBC 8pm

Edgar Bergen & Charlie McCarthy, Alberghetti Family (Daniele, Dittoria, Anna Maria, Carla, Paulo), film clip from You're Never too Young starring Martin & Lewis, Nina Foch, Diana Lynn  
 (FROM HOLLYWOOD)

GOODYEAR TELEVISION PLAYHOUSE NBC 9pm

The Prizewinner - (O) by Jerome Ross; with Joan Loring, Betsy Palmer, Leora Thatcher, Mark Daniels, Lamont Johnson, Sudie Bond, John Lehne, James Maloney, Susan Oliver, Robert Hastings, Vickie Janis; (SD) by Jack Smight

The Whistler WPIX 9pm

A Trip to Aunt Sarah's - with Arthur Franz, Margaret Field, Frank Gerstle, Robert Burton, Everett Glass, Lyle Talbot, Bill Bailey, Diane DeLaire, Bertha Carlisle; William Forman; (SW&SD)

APPOINTMENT WITH ADVENTURE CBS 10pm

Snow People - (O) by Eileen & Robert Mason Pollock; with Gloria DeHaven, Joe Maross, Sylvia Field; (SD) by William Corrigan

NEW YORK TALENT AVAILABILITIES  
 ~~~~~

ISAAC STERN - violinist in Monday's Stadium concert - AGT: NCAC, PL 9-6000

THOMAS COLEY - signed for road tour of Teahouse of the August Moon - BR 9-1909

RODDY McDOWALL - star of American Shakespeare Festival's Production of Julius Caesar (to be seen on Toast of the Town 8/7) - PRESS: John Toohey, Drexel (Stratford) 8-2601

RUSSELL HARDIE - popular TV actor - SU 7-5400

JOHN McLIAM - actor-writer - LE 2-1100

WALTER SLEZAK - passed 300th performance in Fanny - PRESS: Dick Weaver, MU 5-0210

JAY BARNEY - the actor on a bicycle - PL 7-6300

ORSON BEAN - currently in How to Be Very, Very Popular - AGT: Gloria Saffier, TE 8-4868

EILEEN HECKART - stars in one-woman show on Windows 7/29 - EL 5-1076

WILL KULUVA - repeats stage role in film version of The Shrike - SU 7-5400

NANCY ANDREWS - featured in Plain and Fancy - CONTACT: Bob Ullman, WI 7-2386

PHILIP STERLING - the composer in Silk Stockings - LE 2-1100

ARTHUR O'CONNELL - starred in last week's Studio One - AGT: Nat Debin, CO 5-0127.

RAY WALSTON - the devil of Damn Yankees - LE 2-1100

SHARKEY (seal) - AGT: William Shilling, CO 5-0879

KATHLEEN MAGUIRE - ingenue of Catered Affair - AGT: Robert Lavin, JU 6-4180

JACKIE COOGAN - AGT: Miles Ingalls, JU 6-3000

BRENDA LEWIS - AGT: Robert Lantz, PL 5-6850

BILL SHIPLEY - announcer - AGT: Henry C. Brown, PL 1-2650

JARMILA NOVOTNA - Stadium soprano - CONTACT: Jeff Hunter, PL 8-2740

JOAN ALEXANDER - vacation lead replacement in Witness for the Prosecution - PRESS: R. S. Maney, CI 7-4646

KIM STANLEY - chief attraction in Bus Stop - AGT: Lucy Kroll, PL 7-4250

1944
1945
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Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

JULY 27, 1955

VOLUME 7

NUMBER 30 A

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EDITOR: Jerry Leichter

ASSOC ED: Alvin Sullivan

BUS MGR: Marjorie Oxley

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PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NBC GENERAL LIBRARY

NEWS - POSSIBILITIES - COMMENT

The influx of motion picture companies directly into television film production has resulted in a variety of reactions from trade and newspaper writers, ranging from predictions of probable failure to bland assumption of success. Like other assumptions about Hollywood, it is impossible to say what will happen at this stage of the game. One can only be sure of one conditioning factor; the movie producer is working in a new atmosphere, one that may take time to get used to. He is working on a Poverty Row time schedule and budget to devise a product that will receive the critical analysis of a Class A production. Even if the production staff is fully experienced in television, the top movie executives who control the reins are not. Of course, whether the product is critically good or bad, it will have to survive the test of audience approval and this brings up the question: Can motion picture executives adapt themselves to the views of network, advertising agency and sponsor representatives?

The sample situation abounds in television. Programs and program types fall by the wayside each year. This year the emphasis is on the disappearance of many situation comedies. Some say it is because there are too many, or they are too much the same. We beg to differ. They are going because the ad agency and/or the sponsor decided that they are not holding audiences in the amount the sponsor likes to see; or in the same relationship, they are no longer providing good enough vehicles for the commercials. The end result of all commercial programming in television is that the sponsor must be satisfied that the program is doing the job the company desires. Beyond that, the network must be satisfied that the program is maintaining the prestige or strength of the particular day's schedule. Many programs have been and will be cancelled because the audiences they attract are not big enough for a time spot, or because they are suddenly found to be the wrong kind for the sponsor's product. Hollywood is going to have to live with a new monster -- audience size, composition and reaction -- sometimes called "the rating." Aside from this high hurdle, the odds are against all the programs being produced by motion picture companies achieving success. Someone's prestige will suffer because some have to fail, if only because one program coming up may be such a big success that the others will pale beside it.

Let's look at the other side of television production that has attracted Hollywood interest -- the business of trailerizing pictures intended solely for theatre viewing. Every one cites the amazing success of Walt Disney. Disney's example

- Page 1 -

(MORE)

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Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

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cannot be related to the probable success or failure of others. His story in theatre production alone is unique over the years. Therefore, a standing start might be based on the fact that few recent successes have been rolled up by movie companies in trading clips for plugs on programs. It now appears that either partial or full program pitches have reached the point of diminishing returns. Television audiences do not take to having their appetites for entertainment only partially whetted. In many cases the choice of film clips and the manner in which they are currently being presented is being greeted with less than enthusiasm. From here on, a lot of the plugs will be linked to the company's own program product and if they aren't good, or the audience reaction isn't good, the situation may eventually hurt the program as an attraction. There is the always prevalent possibility of too much commercial sell in too short a program period. The sponsor who is paying for the full program and air time is going to be watching the motion picture company programs and plug system with eyes easily jaundiced by critical and audience reaction.

* * *

ABC will spot two new weekend programs starting in October, new to that network. Ted Mack's Original Amateur Hour is slated for a Sunday night spot, while Grand Ole Opry will get a once monthly exposure every fourth Saturday, 8-9pm. The Mack program has the reputation of doing a tremendous job in sponsor merchandising because of the m.c.'s road tours, but it has lost out in other net spots in the past because it is not a high rating "prestige" show. It only sells merchandise. The Opry program is another story. It received a one-time showcasing over NBC, Saturday, June 11, but it will be seen over ABC, sponsored by Ralston Purina products. The program has been on radio every Saturday night since Nov 28, 1925, and the telecast will be a pickup of the straight radio and theatre performance.....CBS' The Johnny Carson Show has resolved its featured vocalist problem by signing Jill Corey as a regular..... J. Walter Thompson Co is emphasizing that Mary Scourby, alternate week director of Star Tonight, ABC half-hour drama series, presented live on Thursday nights, is the only woman director in network television. Previously she was an assistant director on the late Pond's Theatre. The agency might also take credit for the fact that its programs habitually employ women as assistant directors and in other key program production posts. During the past year, since several of its staff directors have received high critical praise for several drama programs, the Thompson Company has been giving production people more attention in agency publicity, although they still do not receive air credits on programs.

Guild Films Co., Inc and Vitapix Corp., have modified their earlier agreement for cooperative production, sale and distribution of television film programs to permit Guild to release its national films through other program and telecasting channels as well as the Vitapix lineup of stations. The Vitapix Corporation is station-owned, with all stock held by 57 stations throughout the country.....Ziv Television Programs, Inc., has formed a national sales organization, under Walter Kingsley as sales manager, designed to serve national advertisers with new product. The new set-up will operate separately from the regional and local sales forces. Inferentially, the new sales staff will sell available Ziv production facilities and executive know-how to produce film series on order, rather than creating series and then doing hard selling to move them as is required when pitching to regional and local advertisers. The humming studio operations run by Desilu, Hal Roach, Screen Gems and Revue have a good profit outlook that Ziv wants in on, to keep its own production facilities at a high operating level.....Television Programs of America will have three series in production by the end of August: Tugboat Annie, Fury and The Count of Monte Cristo. Fury, a boy-horse opera, started production this week at KTTV studios.....Gunsmoke, the Charles Marquis Warren adult Western series, being produced for Liggett & Myers, is being written by a closed staff, including Victor and Little, John Dunkel, John Meston and Les Crutchfield.

Robert Montgomery Presents futures for the summer include: Aug 8, "Woman with a Past," a Milton Gelman original; Aug 15, "Uncle Snowball," Doria Folliott's adaptation of Francis Frost's novel; Aug 22, an adaptation of Rosemary Casey's stage play, "Late Love"; Aug 29, "The World to Nothing," an original by Abby Mann, to be directed by Robert Ellenstein who has acted in previous Montgomery productions; Sept 5, "Dear Emily," an original by Elaine Carrington.....Prediction for next season's hour-long drama shows is that writing staffs will have to be expanded to include researchers who will dig for possible story material to be given to experienced writers for adaptation, an expansion of some current practices. Some recent half-hour and hour dramas show amazing similarities to old movies and novels, reworked so as to be almost unrecognizable except for some key story twists.

AGENCIES AND ACCOUNTS: International Harvester Co., has named Needham, Louis & Brorby, Inc(Chi) to handle its refrigeration advertising.....International Salt Co has appointed Batten, Barton, Durstine & Osborn, Inc(NY) as its agency.

PEOPLE GOING PLACES: The Broadcasting Division (Du Mont Television Network, the "Electronicam" production group and Station WABD) of Allen B. Du Mont Laboratories, Inc., moved all offices to the Du Mont Telecenter, 205 East 67th St., New York 21. LEhigh 5-1000.....Guild Films has set up a special division to produce commercials for television, with Joel Spector and Wally Gould named heads of the new department.....J. J. Neale named to head the radio-television dept of Dancer-Fitzgerald-Sample, Inc(NY), succeeding Alvin Kabaker, resigned. David Nyren, agency producer, has been named executive asst to Mr. Neale.....Robert Weisberg is joining TV Inc., on Aug 1. The firm is a station owned and operated film buying organization.....Goodman Ace signed as chief writer for NBC's fall Perry Como Show.....Station KTTV(LA) has signed Del Moore to an exclusive contract to host the station's late afternoon mystery series programs. Moore is featured in the Life with Elizabeth syndicated film series.....Charles L. Glett named to the executive staff of General Teleradio, Inc., concentrating on motion picture activities. He recently resigned as v.p. in charge of network services for CBS Television, Hollywood.

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Ross Reports ON TELEVISION

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THE TELEVISION INDEX

AUGUST 1-7, 1955

VOLUME 7

NUMBER 31

RECEIVED

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum
BUS MGR: Marjorie Oxley

AUG 1-1955

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PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Thursday (Aug 4)

DuM- 9-11pm EDT; DEBUT; Professional Wrestling; from WABD(NY), to WTTG(Wash), 2 stations, live. § Participations. § Pkgr- Du Mont TV Net; Prod- James M. Dolan; Dir- Jim Saunders. § Marty Glickman handles the commentary for wrestling matches originating in Studio 5, Du Mont Telecenter in New York, rather than from a sports arena. The entire card, including the main bout, consists of five matches approved and supervised by the N. Y. State Athletic Commission.

OTHER NET CHANGES & ADDITIONS

CBS- Frankie Laine Time (Wed, 8-9pm EDT) SPONSORSHIP CHANGE: Toni Co continues as weekly sponsor of 8-8:30pm portion. Frigidaire Div, GMC, and Pillsbury Mills, Inc., alternate week sponsors of the 8:30-9pm portion, continue, but with a sustaining period between each one's sponsorship, i.e., 1st week, Frigidaire; 2nd week, sustaining; 3rd week, Pillsbury; 4th week sustaining, etc. (See pages 82, 85).

DuM- All About Baby (Thu, 1:45-2pm EDT) Program continues, with Lorraine Douglas succeeding the late Mrs. Ruth Crowley. (See page 86).

NBC- The World of Mr. Sweeney (Mon thru Fri, 4:30-4:45pm EDT) Program reverts to all live performances, effective Wed, Aug 3. Series has been intermixed live, kine and kine repeats since June 24.

NEW NETWORK SPONSORSHIPS

RALSTON PURINA CO (Purina Chows for poultry and livestock) thru Gardner Advertising Co(St. L.) will sponsor Grand Ole Opry every fourth Saturday over ABC-TV, 8-9pm EDT, starting in October on a date to be announced. The show will be carried live.

MILLER BREWING CO (Beer) thru Mathisson & Associates, Inc(Milwaukee) will sponsor half of the national telecast of the College All-Star Football Game over ABC-TV, Friday, Aug 12, 9:30pm to conclusion. STANDARD OIL CO (INDIANA) thru D'Arcy Advertising Co (Chi) will sponsor half of the telecast in the Midwest; ATLANTIC REFINING CO thru N.W. Ayer & Son, Inc(Phila), half in the East; UNION OIL CO OF CALIFORNIA thru Young & Rubicam, Inc(LA) in the Far West.

LOCAL STATION ACTIVITY

WPIX(Ch 11) - Ringabuk; DEBUT Aug 6; Sat, 10-10:45pm EDT. Sustaining. Pkgr & Prod- New York Walt Framer Productions(NY); Dir- WPIX staffer, to be named. Del Sharbutt is m.c. for this viewer-audience participation show, with prizes to be awarded based on serial numbers on dollar bills which match numbers posted on a board in the studio.

WRCA-TV(Ch 4)- Television Workshop; DEBUT Aug 6; Sat, 7-7:30pm EDT. Sustaining. New York Pkgr- WRCA-TV; Prod- Harry Olesker; Dirs- Various. Experimental program series, presenting new program ideas and concepts: audience participation programs, quizzes, panel shows, etc., each different. The series actually began on May 12, presented on the average of about once a week as part of the Broken-shire Show, Mon thru Fri, 1-2pm EDT. The workshop will continue thru Oct 15.

WBBM-TV(Ch 2)- Teen-Pinners; DEBUT Aug 6; Sat, 4-5pm CT. Sustaining. Pkgr & Prod- Chicago WBBM-TV. Ray Rayner m.c.'s this teen-ager bowling competition, presenting amateur bowlers in round-robin match play. Eventual winners will receive medals and will have checks donated in their names to youth organizations or boys clubs. Amateur standing of the competitors is not affected by the donations.

KNXT(Ch 2) - Focus on Delinquency; DEBUT July 26; Tue, 7:30-8pm PT. Public Service. Los Angeles Pkgr- KNXT Public Affairs Dept; joint Prods & Dirs & Writers- William Whitley, Bill Stout, Irwin Rosten; Cameraman- Charles Short. Live and film documentary series in six parts, featuring Bill Stout as narrator, the only professional used in filming the series. Films will also include interviews with top LA city officials.

KRCA-TV(Ch 4)- Impressions; DEBUT July 27; Wed, 7-7:30pm PT. Sustaining. Pkgr- KRCA- Los Angeles TV. Roy Neal interviews guests with varied stories of local, national and international interest; with film clips and photos.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
<u>New York</u>					
WCBS(2)	*"Stories of the Century" (Hollywood TV Service)	-Open	6/25	Sat	5-5:30pm
WPIX(11)	*"The Whistler" (CBS Film Sales)	-Participations	also 7/31	Sun	5-5:30pm
WRCA(4)	*"Mayor of the Town" (MCA-TV)	-Serutan Co thru Edward Kletter Associates(NY)	5/29	Sun	9-9:30pm
WRCA(4)	*"Patti Page Show" (Screen Gems, Inc)	-Oldsmobile thru D. P. Brother(Detroit)	6/4	Sat	11:15-11:45pm
			7/4	Mon & Wed	6:30-6:45pm
<u>Chicago</u>					
WGN(9)	#"Biff Baker, U.S.A." (MCA-TV)	-Cole-Finder(Lincoln-Mercury dealer) thru Irving Rocklin Associates(Chi)	6/21	Tue	9-9:30pm
WNBQ(5)	*"Patti Page Show" (Screen Gems)	-Oldsmobile thru D. P. Brother	7/1	Fri & Sun	10:30-10:45pm
<u>Los Angeles</u>					
KNXT(2)	*"Lucky Lager Sports Time"	-Lucky Lager Beer thru McCann-Erickson(S.F.)	6/1	Wed	10-10:30pm (moved from KTTV)
KABC(7)	#"Conrad Nagel Theatre" (Guild Films)	-Hudson Dealers, Southern Cal thru Brooke, Smith, French & Dorrance	6/3	Fri	10-10:30pm
KTTV(11)	#"Where Were You?" (MCA-TV)	-Yeakel Bros(auto dealer)	6/4	Sat	9-9:30pm
KTTV(11)	*"Frank Fontaine's Showtime" (Mercury-International)	-Pepsi-Cola Bottlers of LA	6/3	Fri	7:30-8pm
KTTV(11)	*"Draw with Me - Jon Gnagy"	-John J. Anthony's Paint & Palette of Beverly Hills	6/11	Sat	1:45-2pm
KTTV(11)	*"N.O.P.D." (UM&M)	-Fletcher Jones Chevrolet	6/17	Fri	9-9:30pm
KNXT(2)	*"Patti Page Show" (Screen Gems)	-Oldsmobile thru D. P. Brother(Detroit)	7/4	Mon & Wed	6:45-7pm

CODE: *First run in market #Re-runs

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TALENT SHOWSHEET AUGUST 1-7, 1955

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Most of the shows on July 29, 30, 31 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, August 5. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below but are available and may be requested at any time. Currently in network re-runs and omitted from the listings below are: Roy Rogers, Kodak Request Performance, Ray Bolger, Danny Thomas, Captain Midnight, Dragnet, My Little Margie, Adventures of Rin-Tin-Tin, Life With Father, It's a Great Life, Your Play Time, Spotlight Playhouse, General Electric Theatre, Stage 7, Ray Milland, Medic, Ford, Summer Theater, Bob Cummings, Topper, Hall of Ivy, T Men in Action, TV Reader's Digest, etc.

FRIDAY JULY 29

~~~~~

Science Fiction Theatre WRCA-TV 7pm The Frozen Sound - with Marshall Thompson, Marilyn Erskine, (Truman Bradley) Ray Collins, Michael Fox; (SW & SD)

SATURDAY JULY 30

~~~~~

OZARK JUBILEE ABC 7:30  
(Red Foley)

Wanda Jackson (S), Jimmie Skinner (S), Rita Faye (S) (FROM SPRINGFIELD, MO.)

SWIFT'S SHOW WAGON NBC 7:30

Polly Bergen (S)

SUNDAY JULY 31

~~~~~

LAMP UNTO MY FEET CBS 10am
(Dr. Lyman Bryson)

The Outer Wall - (O) by Steven Gethers; with Madeleine Sherwood, Joe Mantell, Martin Rudy; (SD)

LOOK UP AND LIVE CBS 10:30

Jean Ritchie (S)

TOAST OF THE TOWN CBS 8pm
(Ed Sullivan)

Tops in Blue - winners of world-wide talent contest

CHANCE OF A LIFETIME ABC 9pm

Tommy Leonetti (S), Ann Morre (S&M), Jack Imel (M)

CAMEO THEATRE NBC 10pm

Hutch - (O) by Terrence Kilpatrick; with Herbert Rudley, Ann Doran, Roscoe Ates, James Craven, Tom Loughlin; (SD, FROM H'D)

MONDAY AUGUST 1

~~~~~

Superman WRCA-TV 6pm  
(George Reeves)

The Mystery of the Broken Statues - with regulars & Michael Vallon, Robert Shayne, Maurice Cass, Bud Mason, Wade Crosby, Joe Ray; (SW & SD)

Sherlock Holmes WRCA-TV 7pm  
(Ronald Howard)

The Case of the Blind Man's Bluff - (O) by Lou Morheim; with Eugene Deckers, Gregor Aslan, Colin Drake, Margaret Russell, Richard Larke, Katy Vail, Yves Brainville; (SD)

CAESAR PRESENTS NBC 8pm

Sunny Gale (S) & regulars; (SW & SD)

ARTHUR GODFREY'S CBS 8:30  
TALENT SCOUTS

Olegna Fuschi (M), Betty Ann (S), The Diamonds (S): Phil Levitt Bill Redd, Tedd Kowalski, Dave Somerville

VOICE OF FIRESTONE ABC 8:30

Mildred Miller (S)

Those Whiting Girls CBS 9pm

regulars &: Tommy Cook, Lucien Littlefield, Roy Schallert; (SW,D)

ETHEL AND ALBERT CBS 9:30  
(Peg Lynch)

regulars & Margaret Hamilton, Helen Ray, Harrison Dowd, Helen Shields, William Keene, Dickie Orlan, Phil Kramer; (SW & SD)

ROBERT MONTGOMERY NBC 9:30  
PRESENTS

A Slightly Important Man - (O) by Noel B. Gerson; with regulars & William Zuckert, John Stratton, Harvey Hayes, Zidi Roberts, Ted Roberts; Dir by Ed King

STUDIO ONE CBS 10pm  
SUMMER THEATRE

Julius Caesar - (O) by William Shakespeare, (A) by Leo Penn; with Theodore Bikel, Alfred Ryder, Edgar Stehli, Michael Strong, Shepperd Strudwick, Richard Morse, James O'Rear, Lawrence Ryle, Maria Brit-Neva, Joseph Leberman, Michael Conrad, Janet Ward, Roy Dean, George Mitchell, Tom Walsh, Stefan Gierasch, Carolyn Block, James Greene, Bruce Gordon, John Heldabrand, Michael Tolan (SD) by Dan Petrie

TALENT SHOWSHEET (more)





MONDAY AUGUST 1 (Cont'd)

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Eddie Cantor WABC-TV 10pm

Triple Vision - with Mona Freeman, Ken Tobey, Russ Conway, Lane Bradford; (SW & SD)

TUESDAY AUGUST 2

~~~~~

TALENT VARIETIES ABC 8pm  
(Slim Wilson)

Sherry Lee Myers (S), Louie & Rooie (ventriloquist), Brebner Walker (FROM SPRINGFIELD, MO.)

MUSIC '55 CBS 8:30

Ella Fitzgerald (S), Hoagy Carmichael (composer)

ARTHUR MURRAY PARTY NBC 8:30

Audrey & Jayne Meadows, Jackie Miles (C), Johnny Desmond (S)

WEDNESDAY AUGUST 3

~~~~~

Fabian of Scotland Yard (Bruce Seton) WRCA-TV 7pm

The Golden Peacock - (A) by Jack Howells; with Pascale, Kieron Moore, John Gabriel, June Rodney, Martin Boddy, Michael Mellinger; (SD) by Alfred Travers

FRANKIE LAINE TIME CBS 8pm

Patti Andrews (S), Jack E. Leonard (C), Sinclair & Spaulding (D), George Shearing Quintet (M)

The Millionaire CBS 9pm

The Story of Ken Fowler - with Whitfield Connor, Sallie Brophy

KRAFT TELEVISION THEATRE NBC 9pm

Spur of the Moment - (O) by Oliver Crawford; with Arthur Franz Robert Simon, Jane Seymour, Marion Randall, Yale Wexler, Michael Tolan, Judith Parrish, Merle Albertson; (SD)

I'VE GOT A SECRET CBS 9:30
UNITED STATES CBS 10pm
STEEL HOUR

Don McNeill subs for vacationing Moore for six weeks
The Seventh Veil - (O) story & screenplay by Muriel & Sydney Box, TV (A) by Arthur Arent; with Diana Lynn, Dan O'Herlihy, Peter Brandon, Ben Astar, Conrad Janis, Humphrey Davis, Richard Abbott, Cindy Cameron, Eileen Burns, Alfred A. Hesse, Joy Hilton, Janet Paul; Piano music played by Sylvia Suzowsky; (SD) by Norman Felton

Douglas Fairbanks WRCA-TV 10:30

Tony - (O) by John Tully, (A) by Guy Morgan; with Fay Compton, Muriel Pavlow, Derek Bond; (SD)

THURSDAY AUGUST 4

~~~~~

Guy Lombardo WRCA-TV 7pm

Martha Stewart (S)

SOLDIER PARADE ABC 8pm

Martha Wright subs for Arlene Francis this show only

CLIMAX! CBS 8:30  
(Bill Lundigan)

One Night Stand - (O) by Bob Crosby & Gil Rodin, (A) by Bernard Girard; with Bob Crosby and 7 of his Bobcat Dixieland Band: Eddie Miller, Bobby Haggart, Ray Bauduc, Matty Matlock, Nappy Lamare, Yank Lawson, Billy Butterfield; John Forsythe, Bob Sweeney, Cloris Leachman, Donald Buka; Dir by Herbert Swope, Jr.

STAR TONIGHT ABC 9pm

Edge of Light - (O) by Robert J. Shaw; with Doreen Lang, Paul Roebbing, Hugh Reilly; (SD)

JOHNNY CARSON CBS 10pm

Jill Corey added as regular; (SW & SD, FROM HOLLYWOOD)

LUX VIDEO THEATRE NBC 10pm

The Nine-Penny Dream - (O) by Don M. Mankiewicz; with Lloyd Corrigan, Betty Sinclair, Lisa Daniels; (SD) (FROM HOLLYWOOD)

FRIDAY AUGUST 5

~~~~~

Schlitz Playhouse CBS 9pm

Too Late to Run - (O) by Walter C. Brown; with Arthur Franz, Beverly Garland, Henry Rowland, Tony Barrett, Stuart Randall, Frank Kreig, Larry Kerr, Bobby Driscoll; (SD) by Robert Florey

The Vise ABC 9:30
(Ron Randell)

The Bargain - with John Loder, Eunice Grayson, Bryan Forbes, Joy Adamson; (SW & SD)

WINDOWS CBS 10:30

A Domestic Dilemma - (O) by Carson McCullers, (A) by Meade Roberts; with Geraldine Page, Jason Robards, Jr., Anne Hegira, Michael John; (SD)

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Third column of handwritten text, showing more lines of cursive handwriting.

Fourth column of handwritten text, continuing the script.

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Sixth column of handwritten text, showing consistent cursive style.

Seventh column of handwritten text, with some variations in line length.

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Tenth column of handwritten text, completing the right side of the page.

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JULY 29 THRU FRIDAY AUGUST 5
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|                                                                    |                     |                                                                                                                                                                                                                                       |
|--------------------------------------------------------------------|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| THE MORNING SHOW<br>(Dick Van Dyke)                                | CBS 7am             | regulars &: M - The Bryants (acro), Alexander Cohen (producer)<br>W - DeLage & Shirley (magic), Mitch Miller (M)                                                                                                                      |
| GEORGE SKINNER                                                     | WCBS 9am            | Bill Harrington subs for vacationing George Skinner all week;<br>Tu - Zippy the Chimp                                                                                                                                                 |
| GARRY MOORE                                                        | CBS 10am            | M thru F - Walter O'Keefe subs for vacationing Moore for six<br>weeks; Thu - Charles Manna (C); F - Charlotte Rae (C), The<br>Marcellis (novelty)                                                                                     |
| SHEILAH GRAHAM                                                     | NBC 10:45           | Tu - Natalie Wood; F - Guy Madison; M thru F - Abbott & Cos-<br>tello..(FROM HOLLYWOOD)                                                                                                                                               |
| TENNESSE ERNIE FORD                                                | NBC 12N             | M - Jaye P. Morgan (S); W - Bonnie Baker (S); F - Gloria Grey<br>(S) (FROM HOLLYWOOD)                                                                                                                                                 |
| JACK PAAR                                                          | CBS 1pm             | regulars &: M - Sid Hoff (cartoonist); Thu - Louis Nye                                                                                                                                                                                |
| BROKENSHERE SHOW                                                   | WRCA-TV 1pm         | Thu - Workshop - King Bee - Prod by & (O) by Walter Garrity<br>Sat - Essays for '55 - with Martin Levin reading Audio Loves<br>Video, Howard Whitman reading Bringing Up Your Children, &<br>another essayist-reader to be announced. |
| ROBERT Q. LEWIS                                                    | CBS 2pm             | Peter Donald subs for vacationing Lewis for 5 wks                                                                                                                                                                                     |
| THE TED MACK MATINEE                                               | NBC 3pm             | M thru F - Dexter Alder (S) & regulars                                                                                                                                                                                                |
| WAY OF THE WORLD<br>(Gloria Louis)                                 | NBC 4pm             | Come Alive - (O) by George Oppenheimer & Robert Sinclair, (A)<br>by Keith Winter (10 episodes); with Anne Burr, Adrian Bayan,<br>Addison Powell, Chester Stratton, Ethel Remy, Frederic Wor-<br>lock; (SD)                            |
| WORLD OF MR..<br>SWEENEY(Charlie Ruggles,<br>G. Walken, H. Wagner) | NBC 4:30            | regulars &: M - Jean Cleveland; Tu - Charles Egelston, Charles<br>Mendick, Dulcie Cooper; W - all live series resumes with cast<br>to be announced; (SW & SD)                                                                         |
| MODERN ROMANCES<br>(Martha Scott)                                  | NBC 4:45            | M thru F - The Steady Man - author & cast credits not available<br>at press time; (SD)                                                                                                                                                |
| SIX O'CLOCK REPORT                                                 | WCBS 6:10           | M thru F - Bill Hickey subs for vacationing Jim McKay                                                                                                                                                                                 |
| VAUGHN MONROE                                                      | NBC 7:30<br>(COLOR) | W - Martin Brothers Puppeteers, Sandy Stewart (S); F - Kay Ar-<br>men                                                                                                                                                                 |
| UPBEAT!                                                            | CBS 7:45            | Tu & Thu - Connie Russell (S) & regulars except that The Mello-<br>Larks sub for The Honeydreamers this week                                                                                                                          |
| JULIUS LaROSA                                                      | CBS 7:45            | W - Dolores Hawkins (S)                                                                                                                                                                                                               |
| SATURDAY AUGUST 6<br>~~~~~                                         |                     |                                                                                                                                                                                                                                       |
| Commando Cody<br>(Judd Holdren)                                    | NBC 11am            | Nightmare Typhoon - (SW) by Ronald Davidson; with regulars &<br>Lyle Talbot, Craig Kelly, John Crawford, Paul Livermore, Wil-<br>liam Fawcett, Eddie Foster, Gloria Pall, Dale Van Sickel;(SD)                                        |
| Stories of the<br>Century(Jim Davis)                               | WCBS-TV 5pm         | Chief Crazy Horse - (O) by Maurice Tombragel; with regulars &<br>George Keymas; (SD)                                                                                                                                                  |
| SIX O'CLOCK REPORT                                                 | WCBS 6pm            | Ned Calmer vacations this week & next; Ron Cochran subs                                                                                                                                                                               |
| OZARK JUBILEE                                                      | ABC 7:30            | regulars & Tommy Collins (S) (FROM SPRINGFIELD, MO.)                                                                                                                                                                                  |
| AMERICA'S GREATEST<br>BANDS(Paul Whiteman)                         | CBS 8pm             | Vincent Lopez, Emilio Keyes, Buddy Morrow, Mitch Miller & their<br>respective bands                                                                                                                                                   |
| MUSICAL CHAIRS                                                     | NBC 9pm             | Rose Marie (S) (FROM HOLLYWOOD)                                                                                                                                                                                                       |
| Texaco Star Theatre<br>(Donald O'Connor)                           | NBC 9:30            | Mary Ellen Terry                                                                                                                                                                                                                      |
| TV'S TOP TUNES                                                     | CBS 10pm            | Ella Fitzgerald (S), Pat Boone (S), Les Elgart & his band                                                                                                                                                                             |
| Damon Runyon<br>Theatre                                            | CBS 10:30           | A Nice Price - (O) by Harry Clork; with James Dunn, Kathryn<br>Grant, Wally Vernon, Jack Kruschen, George Graham, James Craven,<br>Virginia Dale; (SD)                                                                                |





SATURDAY AUGUST 6(Cont'd)

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Mayor of the Town WRCA-TV 11:15
(Thomas Mitchell)

The Composer - (O) by Jameson Brewer; with regulars & Jean Byron, Edward Clark, Claudia Barrett, Harry Harvey, Robert Boone

SUNDAY AUGUST 7

~~~~~

Wild Bill Hickok WCBS-TV 11:30

Sheriff's Secret - with regulars & Patricia Lynn; (SW&SD)

FRONTIERS OF FAITH NBC 3pm

Hint of an Explanation - (O) by Graham Greene; other credits to be announced; (SD)

Stories of the Century(Jim Davis) WCBS-TV 5pm

Sontag & Evans - (O) by Maurice Tombragel; with Morris Ankrum, John Smith & regulars; (SD)

Captain Gallant of the Foreign Legion NBC 5pm

Esprit de Corps - (O) by Hal Bloom; with regulars & Vida Morley, Jacques Brunius, Jean Werner, John Nash; (SD)

IT'S MAGIC(Tripp) CBS 7pm

Al Flosso, A. Robbins, Kuda Bux (all magic)

TOAST OF THE TOWN CBS 8pm  
(Ed Sullivan)

Scenes from Julius Caesar and The Tempest - Shakespeare's plays as produced at the Stratford Festival, with Raymond Massey, Jack Palance, Hurd Hatfield, Christopher Plummer & others; Max Bygraves (C), Eartha Kitt (S), Mindy Carson (S), Bill Haley's Comets (M) (FROM STRATFORD, CONN.)

COLGATE VARIETY HOUR NBC 9pm

Edgar Bergen & Charlie McCarthy, the Four Vagabonds (S), Hedda Hopper, Muriel Abbott Dancers, Conrad Hilton, film clip from To Catch a Thief with Cary Grant and Grace Kelly (FROM H'WOOD)

PHILCO TELEVISION PLAYHOUSE NBC 9pm

A Room in Paris - (O) by Peggy Mann; with John Cassavetes, Kathleen Maguire, Al Markim, Caprice Chantel; (SD)

The Whistler WPIX 9pm

Lady in Waiting - with Nancy Gates, Craig Stevens, Taylor Holmes, Vic Perrin, Gene D'Arcy, Ann Loos, Larry Blake, Steve Pendleton, Don Kerr, William Forman; (SD)

CHANCE OF A LIFETIME ABC 9pm

Sarah Fleming (S), Baron Buika (M), Jack Imel (M)

APPOINTMENT WITH ADVENTURE CBS 10pm

Never to Know - (O) by Eugene Francis; with Denise Lor (S), others to be announced; (SD)

#### NEW YORK TALENT AVAILABILITIES

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THEODORE BIKEL - actor who is stabbed as Julius Caesar in this week's Studio One, and shot as the father of the child with The Divided Heart, next attraction at the Normandie - AGT: Ina Bernstein, MCA, PL 9-7500

EUGENE FRANCIS - actor and TV author of Hard to Get; & Never to Know on next week's Appointment with Adventure (see above) - AGT: George Morris, MU 8-0960

HELEN WAGNER - a regular on The World of Mr. Sweeney - AL 5-3611

KARL MALDEN - leaving starring role in The Desperate Hours on August 13 - PRESS: Byram-Perlman, CI 5-9125

ANN WAKEFIELD - currently on Broadway as "Mazie" in The Boy Friend - AGT: Peter Witt, PL 9-7966

LYNDA LYNCH - understudy who stepped into Helen Gallagher's role last Wednesday, in Pajama Game - PRESS: R. Rabinovitch, LA 4-1839

JOYCE VAN PATTEN - co-starring in summer stock with her brother Dick - SU 7-5400

DENISE ALEXANDER - child actress - PL 3-4366

MADELEINE SHERWOOD - in Cat on a Hot Tin Roof & Lamp Unto My Feet on July 31 - PL 7-6300

MELVILLE RUICK - MU 8-6600

GERALD PRICE - in Fanny - AGT: Robert Lantz, PL 5-6850

DOUGLAS FLETCHER RODGERS - currently in Plain and Fancy - GR 7-2986

PORTER VAN ZANDT - actor, currently working as Production Stage Manager of The Bad Seed - LE 2-1100

MARK ROBERTS - AGT: Milton Goldman, MU 8-0840

ADDISON RICHARDS - film & TV character actor - SU 7-5400

SANDRA DEEL - regular on Caesar Presents - AGT: Baum-Newborn, MU 8-1380

RALPH ROBERTS - in Witness for the Prosecution - MU 8-8142

MARJORIE GATESON - starring in Quiet Wedding at John Drew Theatre, Easthampton, L.I. - MU 2-8060

ROSETTA LE NOIRE - last in Take a Giant Step - AGT: Julie Leonard, UN 5-1821

Ross Reports ON TELEVISION

AUGUST 3, 1955

VOLUME 7 NUMBER 31 A

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum
BUS MGR: Marjorie Oxley

INCLUDING THE TELEVISION INDEX

PRODUCTION • PROGRAMMING • TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Louis G. Cowan will join CBS Television in New York on Aug 15 as a producer, responsible for the creation of new ideas, on a full-time basis. His production company, Louis G. Cowan, Inc. (575 Madison Ave., New York 22. PL 9-3700), will continue with Harry Fleischman as president and Steve Carlin as exec v.p. (Stop the Music, Down You Go, The \$64,000 Question, etc.).....CBS Television and United Productions of America (UPA) have signed a long-term agreement for a series of original half-hour all-cartoon programs and at least one full-length animated feature program for theatrical use. Cartoons under the agreement would be scheduled for release in 1956. The cartoons produced by UPA will feature original and exclusive characters (not involving UPA's famous "Gerald McBoing-Boing" or "Magoo") and new songs. Elements in the half-hour cartoons may include: the story of a little boy, Dusty, who manages a circus; a musical dramatization combining traditional folk ballads and new songs with fables of America and other lands; sketches of famous American authors; gentle satires on suburban American life, and tales with the O. Henry touch. Other half-hour programs will be devoted to a central idea. All CBS productions will be produced under the supervision of Stephen Bosustow, founder and president of UPA.

The Screen Actors Guild strike, scheduled for 12:01am, Friday, Aug 6, will affect TV film production in varying degrees. New film series scheduled for debuts this fall already have more than half their scheduled episodes in the can and since several are debuting in late September or early October they will be able to run well through the winter before any pinch is felt. Running series, many of which started their fall production schedules during July, may find themselves with less than a dozen episodes ready in most cases. Some film production contracts apparently have "escape" clauses which permit re-runs to be used to fill in delays that might be caused by strikes, production catastrophes, and other acts that might halt production. The solid front (thus far) of TV film producers, including the movie majors, against paying residuals to actors for second runs of films, may first be broken by those companies under direct production contracts for networks or network sponsors. None of the few New York film production units, as of now, is expected to stop production, which means that their producers probably have letters of agreement which would bind the companies to whatever settlement is finally made when the strike is settled. The crux of the problem, whether to pay actors on second runs of the films, seems to be governed by the financial arrangements made before production. Real profits normally come out of the second run because most of the income is considered clear after inequities in first run costs are balanced. For the other side, third and other runs are at such low rates in most cases that actors get very little as additional payment.

- Page 1 -

(MORE)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

Here's what can drive you crazy in figuring summer programs. One ABC net program, in a publicity release, announced the winner of a talent competition before the program was seen on the air. The week's segment had been done beforehand and recorded on kine so the star of the show could squeeze in a vacation.....Another publicity mixup last week was responsible for a brief West Coast trade item that the wife of Richard Kiley and their four children were flying to Germany to join him during the overseas production of the Brother Mark series. At the same time, a news release in New York mentioned that Kiley is starring in summer stock and doesn't leave for Germany until "next month," meaning in mid-August.

Tim Considine, 15-year-old son of movie producer John Considine and nephew of columnist Bob Considine, will be one of the featured players in Walt Disney's Mickey Mouse Club series over ABC-TV. He will star as "Spin," leader of a group of boys at a Western ranch, in the series "Spin and Marty," one of the ingredients of the overall Disney program.....NBC has rounded out the staff for The Perry Como Show, debuting Sept 17, Saturdays, 8-9pm, with the naming of Grey Lockwood as director. He is currently TV director of Caesar Presents on NBC. The Como staff now lists George McGarrett as exec producer; Lee Cooley, producer; Lockwood, director; Goodman Ace, chief scriptwriter; Louis DaPron, choreographer; Mitch Ayres, musical director, and the Ray Charles Choir as featured support of Como.....Judy Garland, saluted by CBS as "the first lady of show business," will make her TV debut in the first program of the new Ford Star Jubilee series, Saturday, Sept 24, 9:30-11pm EDT. The program will be produced by Miss Garland's husband, Sid Luft. The program will probably include many segments of her variety bill, now touring West Coast theatres.....Three days later, Tuesday, Sept 27, 8-9pm, Esther Williams will make her debut as a television performer, singing, dancing and acting with Milton Berle in the first program of his new fall every-third-week program series, all in color.

Max Liebman's first color spec of the season, "Heidi," scheduled for Saturday, Oct 1, 9-10:30pm, will star Jeannie Carson, Wally Cox and Elsa Lanchester, among others, but will not include Ezio Pinza, originally announced by NBC as part of the cast when the net issued its color future list. Liebman's staff writers for the coming season will include Billy Friedberg and Neal Simon, the only ones set thus far. Other properties on his schedule include "The Cat and the Fiddle," "Maytime," the repeat of "Babes in Toyland," and the Chevalier program, to be done next March or April. Liebman is also concluding negotiations for "Good News," but "Lady Be Good," the intended Ann Sothern starrer, will not be done because MGM wouldn't release the rights..... Because Max Liebman's productions broke the path for big-time color programming, it's worth noting that in October, NBC will have 37 hours of live studio color programming, as against 7 hours in October, 1954; in November, 41 hours, against 8.5 last November, and 38 hours in December contrasted with 9 hours last December. None of the programs in this schedule are outside pickups of outdoor sports events or other mobile pickups, also scheduled for colorcasting this fall. CBS will show a proportionate increase over its last season schedule, although the totals will not be as high as NBC's.

Regional syndication sales of television film series is moving into high gear, with many sales staffs now concerned with getting medium-sized companies to saturate their market areas, basing sales pitches on the successes rolled up by national spot film sponsors and network advertisers. P. Ballantine and Son, long a top film product sponsor (Foreign Intrigue and Eddie Cantor Comedy Theatre) has bought rights to Ziv's Highway Patrol series for 30 markets, starting in October. CBS Film Sales has sold The Adventures of Long John Silver to Lay's Potato Chips, Atlanta, for 22 southeastern markets, reported as the biggest film deal for that section of the country. Meanwhile, Ziv has organized writing staffs for five contemplated series (subject to SAG action), including Dr. Christian, starring Jean Hersholt and MacDonald Carey; The Man Called X, I Love a Mystery, Mr. and Mrs. Theatre, to star famous husband-and-wife acting teams, and Craig Rice, about a female detective.

Allen Funt may produce a new series of Candid Camera films, using improved techniques and new ideas for the films, which would not conflict with previous properties sold to Associated Artists for syndication. Funt has been most active recently in the industrial film field, applying his candid techniques to these and several commercials.....NBC will probably introduce a new film series, People, Sunday, August 21, 5-5:30pm, to run for six weeks. Each program will have 4 or 5 filmed interviews with personalities from all walks of life and various fields. Producer is Reuven Frank, with John Goetz as director, John Lynch as managing editor; Paul Cunningham, staff correspondent; Constantin Gochis, film editor; Edward Faught, unit manager, and Jack Shugrue as field director.....Phil Silvers' You'll Never Get Rich film series debuts over CBS, Tuesday, Sept 20, 8:30-9pm. Silvers stars as Master Sergeant Ernie Bilko, with Harvey Lembeck and Alan Melvin playing two of his close friends. (More than 20 films in this series have been filmed).

As of August 1, CBS Television offices at 1313 North Vine St., Hollywood, Station KNXT and offices of the Columbia Television Pacific Network, began using the telephone number formerly used only by CBS Television City -- WEbster 8-3011. Both Television City offices and 1313 N. Vine offices will use the WEbster exchange.

The 35 top British movies bought from a J. Arthur Rank Group affiliate by ABC and ABC Film Syndication, may be used on an unlimited basis over a five-year period, according to the agreement. The ABC net will debut the package as Movie of the Week (tentative title) on Sunday, Sept 18, 7:30-9pm. ABC Film Syndication is also offering 15 of the features in a package for immediate sale to TV stations on a first-come, first-served basis. Syndication's sales title for the group is "Anniversary Package."

PEOPLE GOING PLACES: Ted Wick has been named manager of the special projects unit of CBS Television, Hollywood, and has been succeeded as directory of publicity for CBS Hollywood by James J. Kane, who has been trade publicity manager for the net in New York.....Castleman de T. Chesley will serve as liaison office between NBC and the NCAA for the fall football season.....John P. Jefferson is now asst director of public affairs, CBS Dept of Public Affairs, New York. Dr. George Crothers has been named director of educational and religious broadcasts for CBS, for both radio and television.....Storyboard, Inc has moved to new quarters at 8490 Melrose Ave., West Hollywood, Cal.....Carol Irwin has moved her office to 277 Park Ave., New York 17. PL 3-3945.....Bernie Wilens and Ed Rosen, formerly with Baum-Newborn, are now in the television casting dept of William Morris Agency, New York.

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Ross Reports ON TELEVISION

AUGUST 8-14, 1955

VOLUME 7

NUMBER 32

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum

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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Friday(12)

ABC- 9:30-concl pm EDT; SPECIAL; The College All-Star Game; from WBKB(Chi), no. of stations indefinite. § Sponsors- Miller Brewing Co (Beer) thru Mathison & Associates, Inc(Milwaukee), for half the game nationally; Standard Oil Co (Indiana) thru D'Arcy Advertising Co(Chi), for half the game in the Midwest; Atlantic Refining Co thru N. W. Ayer & Son, Inc(Phila), half the game in the East; Union Oil Co of California thru Young & Rubicam, Inc(LA), half the game in the Far West. § Pkgr- The Chicago Tribune with ABC-TV(Chi); Prod- Con O'Dea; Dir- Jim Holmes. § Annual meeting between the championship professional football team of the previous season and a picked team of all-star collegians, invited for the game by the All-Star Committee of The Chicago Tribune. The Cleveland Browns are this year's professional team in the contest at Chicago's Soldier Field. Chris Schenkel will handle the play-by-play, with Elroy "Crazy Legs" Hirsch supplying the color and between-halves commentary. Program replaces The Vise (9:30-10pm) one time only.

Sunday(14)

NBC- 7:30-8:30pm EDT; SPECIAL; World Championship Golf; from WNBQ(Chi), to the net. § Sustaining. § Pkgr- NBC-TV Sports(NY); Prod- Harry Coyle; Dir- Paul Robinson(WNBQ); crew and mobile units from WNBQ. § Lindsey Nelson and Norman Barry are commentators for the final hour of the World Championship Golf Tournament from Tam O'Shanter Country Club, near Chicago. The winner of the tourney receives \$50,000 as first prize plus a contract for 50 \$1,000 exhibitions. The program is one of the NBC Summer Specials for Sunday evening.

NBC- 8:30-9pm EDT; SPECIAL; Peggy Lee Show; from KRCA-TV(LA), to the net. § Sustaining. § Pkgr- NBC-TV(LA); Production info not available at press time; Music Dir- Victor Young; Writer- Charles Isaacs. § Peggy Lee stars on this special musical show, with Johnny Mercer as guest; backed by Victor Young and the orchestra. The program fills the remainder of the Summer Special time (see above), one time only.

OTHER NETWORK CHANGES & ADDITIONS

ABC Western TV Net- Professional Football; DEBUT Aug 6; Sat, 8:30pm or 9:30pm to conclusion, PDT; from various stations; (Continued on next page)

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OTHER NET CHANGES(More)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

OTHER NET CHANGES(Cont'd)

ABC Western TV Net- Professional Football (Continued from previous page): 12 stations live. § Sponsor- San Francisco Brewing Corp (Burgermeister Beer) thru Batten, Barton, Durstine & Osborn, Inc(S.F.). § Pkgr- ABC Western Div(LA); no production info available. § Telecasts of 17 games of the Los Angeles Rams or the San Francisco 49'ers football teams during a four month period, including the pre-season exhibition games.

CBS- The Johnny Carson Show (Thu, 10-10:30pm EDT) CURRENT PRODUCTION STAFF: Exec Prod- Nat Perrin; Prod- Ben Brady; Dir- Peter Tewksbury; Music Dir- Lud Gluskin. (See pages 77 & 70).

Frankie Laine Time (Wed, 8-9pm EDT) SPONSORSHIP CHANGE: 8-8:30pm EDT portion; Pillsbury Mills, Inc., has taken a hiatus for the summer after sponsoring the July 27 segment and will return when Arthur Godfrey and his Friends returns in Sept. Frigidaire Division, GMC, continues as alternate week sponsor of the segment, with the alternate week sustaining. (See Pages 87, 85 & 82).

DuM- Professional Wrestling (Thu, 9-11pm EDT) Add as promoter: Duco Sporting Club, Inc(NY); President- Haskell Cohen; Matchmaker- Rudy Dusek. (See page 87).

NBC- Make the Connection (Thu, 8:30-9pm EDT) Gene Rayburn replaced Jim McKay as moderator, effective Aug 4.

The Soldiers (Sat, 8-8:30pm EDT) Bob Henry moves up as producer and director, replacing Bud Yorkin who is preparing his fall programming for The Tony Martin Show. Henry has been associate producer.

The First Step Into Space, LIVE & FILM; SPECIAL Aug 6; Sat, 8-8:30pm EDT; from WRCA-TV(NY), to the net. Sustaining. Pkgr- NBC Public Affairs(NY); Prod- Reuven Frank; Dirs- John Goetz, Charles Jones; Managing Ed- John Lynch; Writer- Paul Cunningham. A report on the mechanics and significance of the government's program to launch a "satellite moon" into space. Hugh Downs is host for the program, with Dr. Athelstan F. Spilhaus, one of the designers of the future satellite, explaining the significance of it. The program will also include a remote telecast from Aero-Medical Laboratories at Wright-Patterson Field, Dayton, Ohio. Program replaces The Soldiers in this spot, one time only.

NEW NETWORK SPONSORSHIPS

DROMEDARY CO. DIV. of NATIONAL BISCUIT CO (Dromedary Baking Mixes) thru Ted Bates & Co(NY) is sponsoring the alternate Wednesday segments of The World of Mr. Sweeney (Mon thru Fri, 4:30-4:45pm EDT) over NBC-TV, effective Aug 3. JOHNSON & JOHNSON (Baby Products & Band-Aids) thru Young & Rubicam, Inc(NY) will sponsor the Tuesday segments, beginning Aug 9, for seven weeks.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7)- Time for Fun (Mon thru Fri, 12-12:30pm EDT) Program changed m.c. and New York format Aug 1, with "Uncle Joe" Bova, who works in slacks, T-shirt and derby, replacing Corny the Clown (Bob Keeshan) as host for pre-school age and other viewers. Ward Baking Co sponsors the program.

KTTV(Ch 11) - Wrestling from Las Vegas; DEBUT Aug 11; Thu, 9-11pm PDT. Participa- Los Angeles tions. Pkgr- KTTV with John J. Doyle; Prod- John J. Doyle. Bill Welsh is commentator for wrestling bouts telecast live from Las Vegas to LA. Welsh is a KTTV staff commentator who flies to Las Vegas for the bouts.

TALENT SHOWSHEET AUGUST 8-14, 1955
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Most of the shows on August 5, 6, 7 were listed in last week's report. Changes & additions are included here for the record. Multiple and across the board shows are grouped together after the listing for Friday, August 12. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below but are available and may be requested at any time. Currently in network re-runs and omitted from the listings below are: Roy Rogers, Kodak Request Performance, Ray Bolger, Danny Thomas, Captain Midnight, Dragnet, My Little Margie, Adventures of Rin-Tin-Tin, Life With Father, It's a Great Life, Your Play Time, Spotlight Playhouse, General Electric Theatre, Stage 7, Ray Milland, Medic, Ford, Summer Theatre, Bob Cummings, Topper, Halls of Ivy, T Men in Action, TV Reader's Digest, etc.

FRIDAY AUGUST 5  
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Science Fiction WRCA-TV 7pm
Treasure (T. Bradley)

Time is Just a Place - with Don DeFore, Marie Windsor, Warren Stevens, Peggy O'Connor

SATURDAY AUGUST 6
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ON THE CAROUSEL      WCBS 9am  
 DUNNINGER SHOW      NBC 8:30  
 AND HERE'S THE SHOW NBC 10pm

Mary Ellen Moylan (D)  
 Frank Tilyou (Steeplechase owner)  
 Beatrice Kay (S), Jonathan Winters (C) (FROM HOLLYWOOD)

SUNDAY AUGUST 7  
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LAMP UNTO MY FEET CBS 10am

Label Carefully - (O) by Vernon Delston; with Catherine McLeod, Don Keefer, Irving Lerner, Johnny Coleman; (SD)

FRONTIERS OF FAITH NBC 3pm
 (Catholic Segment)

Hint of an Explanation - (O) by Graham Greene, (A) by Frank Ford; with John Stanley, Francis Bethencourt, Basil Howes, Robert Michael, Gary Wright; (SD)

CAMERA THREE WCBS 3:30
 (James Macandrew)

The Dream of a Ridiculous Man - (O) by Fyodor Dostoevski; with John Drainie; (SD)

COLGATE VARIETY NBC 8pm
 HOUR

add ringside guests: Rory Calhoun, Irene Dunne, Richard Egan, Audie Murphy, Merle Oberon, Dana Wynter, Ann Blyth, Celeste Holm, Dolores Del Rio, Walt Disney (FROM HOLLYWOOD)

PHILCO TELEVISION NBC 9pm
 PLAYHOUSE

A Room in Paris - (O) by Peggy Mann; with John Cassavetes, Kathleen Maguire, Al Markim, Caprice Chantel; add: Mike Everett, Paul Savior, Floyd Ennis, Jenny Egan, John Boruff; (SD) by Paul Lammers

APPOINTMENT WITH CBS 10pm
 ADVENTURE

Never to Know - (O) by Eugene Francis; with Denise Lor (S); add: Martin Kosleck, Gene Peterson, Philip Sterling, Cathleen Nesbitt, John Baragrey; (SD)

CAMEO THEATRE NBC 10pm

Company - no credits available at press time; (SD, FROM HOLLYWOOD)

MONDAY AUGUST 8
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Superman      WRCA-TV 6pm  
 (George Reeves)

5 Minutes to Doom - with regulars & Dabbs Greer, Lois Hall, Sam Flint, Dale Van Sickel, Lewis Russell, John Kellogg, Jean Willes, William Green; (SD)

Sherlock Holmes      WRCA-TV 7pm  
 (Ronald Howard)

The Case of the Red-Headed League - (O) by Lou Morheim; with regulars & Alexander Gauge, Eugene Deckers, Colin Drake, Richard Fitzgerald, M. Seyford, G. Bridgman; (SD)

CAESAR PRESENTS      NBC 8pm

add regular Judy Tyler (S)

VOICE OF FIRESTONE ABC 8:30

Thomas L. Thomas (S)

ARTHUR GODFREY'S      CBS 8:30  
 TALENT SCOUTS

The Jones Boys (S), Judith Raskin (S), Charles Treger (M)





MONDAY AUGUST 8(Cont'd)

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Those Whiting Girls CBS 9pm
(Margaret & Barbara)

regulars & Jackie Kelk, Norman DuPont, Jacqueline Auclair,
Gene Gary, Chalo Alvarado, Louis Boreil; (SW & SD)

ETHEL AND ALBERT CBS 9:30
(Lynch & Bunce)

regulars & Margaret Hamilton, Nancy Sheridan, Don Briggs, Lawrence Fletcher; (SW & SD)

ROBERT MONTGOMERY NBC 9:30
PRESENTS

Uncle Snowball - (O) by Francis Frost, (A) by Doria Folliott;
with stock co. regulars & Claire Edmonds, Yolanta Pyka, Ed-
die Brian, Harrison Dowd, Shawn Dooley, Roy Fant, Frank Twed-
dell, Helen Choate; Dir by Allan Cook

Eddie Cantor WABC-TV 10pm

The Atomic Brain - with Allyn Joslyn, Marie Windsor

STUDIO ONE CBS 10pm
SUMMER THEATRE

The Prince and the Puppet - (O) by Shirley Peterson; with Bil
& Cora Baird, Van Dyke Parks, Phyllis Hill, John Shay, Joseph
Sweeney; (SD) by Seymour Robbie

TUESDAY AUGUST 9

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TALENT VARIETIES ABC 7:30  
(Slim Wilson)

Joan Saltel (D), The Todds (balancing), Ed Coatney (M), Larry  
Peterson; (FROM SPRINGFIELD, MO.)

ARTHUR MURRAY PARTY NBC 8:30

Sarah Vaughan (S), Paul Winchell (ventriloquist)

MUSIC '55 CBS 8:30  
(Stan Kenton)

Ella Fitzgerald (S), Hoagy Carmichael (songwriter), Stan Rubin  
& His Tigertown Five (M)

WEDNESDAY AUGUST 10

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Fabian of Scotland Yard WRCA-TV 7pm
(Bruce Seton)

The Purple Mouse - (A) by Brock Williams; with regulars & Co-
lette Wilde, Cecily Paget-Bowman, Gladys Boot, Seymour Green,
Roy Dean, Robert Raglan; (SD)

FRANKIE LAINE TIME CBS 8pm

Joni James (S), Gene Baylos (C), Chita Rivera (D&S), Mr. Bal-
lantine(C&magic), The Treniers (M)

The Millionaire - CBS 9pm
(Marvin Miller)

The Story of Peg Johnson - with Arthur Shields, Eleanore Tan-
nin, Lennie Freeman; (SW & SD)

KRAFT TELEVISION NBC 9pm
THEATRE

Two Times Two - (O) by David Stern, (A) by Paul Crabtree; with
June Dayton, Joe Maross, Larry Gates, Marcel Hillaire, Jack
Klugman, Philip Coolidge, Michael Kellin, Howard Freeman, James
Lee; (SD)

FRONT ROW CENTER CBS 10pm

Outward Bound - (O) by Sutton Vane; (A) by Vincent McConnor;
with Wilfrid Knapp, Alan Napier, Isobel Elsom, A. E. Gould-
Porter, Dorothy Bernard, Pat Hitchcock, John Irving, John Ab-
bott, Robin Hughes, Barry Harvey; (SD, FROM HOLLYWOOD)

Douglas Fairbanks WRCA-TV 10:30

The Leprechaun - (O) by John Sherman & Derry Quinn; with Eddie
Byrne; (SD)

THURSDAY AUGUST 11

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Guy Lombardo WRCA-TV 7pm

Karen Chandler (S)

SOLDIER PARADE ABC 8pm

Jan Paderewski (M)

CLIMAX! CBS 8:30  
(Bill Lundigan)

Edge of Terror - (O) by Irving Elman; with Dennis O'Keefe,  
Phyllis Kirk, Lloyd Bridges, Ed Binns, Karen Steele, Tom Laugh-  
lin, Joe Downing, Raymond Greenleaf, Jean Porter; (SD) by John  
Frankenheimer (FROM HOLLYWOOD)

MAKE THE CONNECTION NBC 8:30

Gene Rayburn is permanent moderator, replacing Jim McKay

STAR TONIGHT ABC 9pm

The Ring of General Macias - (O) by Josephine Niggli; with Kath-  
arine Sergava, Miriam Colon, Gene Peterson, Martin Newman, Ne-  
hemiah Persoff; (SD)

LUX VIDEO THEATRE NBC 10pm

Perilous Deception - (O) by Catherine Turney; with Karen Kadler,  
David Janssen, April Kent; (SD, FROM HOLLYWOOD)

FRIDAY AUGUST 12

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Schlitz Playhouse CBS 9pm

On Leave - (O) by Stuart Cloete, (A) by Larry Marcus; with
Claude Dauphin, Robert Easton, Mortimer Mills, Walter Kelley,
Ashley Cowan, Tom G. Duggan, Michael Pate, John Alderson, James
Fairfax, Maurice Marsac, Bruce Lester TALENT SHOWSHEET(more)

The Vise	ABC 9:30	program pre-empted
WINDOWS	CBS 10:30	Language of the Roses - (O) by Mary E. Wilkins Freeman; (A) by David Shaw; with Judith Evelyn, Wesley Addy, Dorothy Sands

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 5 THRU FRIDAY AUGUST 12
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|                                                                       |                  |                                                                                                                                                                                                                                                                                                                                                                                                                |
|-----------------------------------------------------------------------|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GARRY MOORE                                                           | CBS 10am         | regulars, with Walter O'Keefe subbing for vacationing Moore; &: W - Mickey Deems (C); F - Paul Seidell & Dog, Jay Marshall (C), Isobel Robbins (S&C)                                                                                                                                                                                                                                                           |
| SHEILAH GRAHAM                                                        | NBC 10:45        | Tu - Sheree North; W - Terry Moore; M thru F - Rosalind Russell (FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                                                               |
| HOME(Arlene Francis)                                                  | NBC 11am         | M - At Home with Lauritz Melchior (S); W - Baird Puppets                                                                                                                                                                                                                                                                                                                                                       |
| JACK PAAR                                                             | CBS 1pm          | regulars &: F (8/12) - Anna Russell (S&C)                                                                                                                                                                                                                                                                                                                                                                      |
| ART LINKLETTER'S HOUSE PARTY                                          | CBS 2:30         | M - Beatrice Kay (S); Tu - Robert Maxwell (M); Thu - Perc Westmore (make-up) (FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                                                  |
| THE BIG PAYOFF                                                        | CBS 3pm          | ending 8/5 - Bob Kennedy subs for vacationing Randy Merriman                                                                                                                                                                                                                                                                                                                                                   |
| THE WORLD OF MR. SWEENEY(Charlie Ruggles, Helen Wagner, Glenn Walken) | NBC 4:30         | regulars &: M - Stuart MacIntosh, Richard Bishop; Tu - Lorna Linn, MacLean Savage, Dorothy Sands; W - Florence Anglin, Lindsay Keene; Thu - Ed Emerson; F - Charles Egelston; (SW,D)                                                                                                                                                                                                                           |
| MODERN ROMANCES (Martha Scott)                                        | NBC 4:45         | M thru F - kine repeat of <u>A Long Time Till Dawn</u> - (O) by Rod Serling                                                                                                                                                                                                                                                                                                                                    |
| MATT DENNIS                                                           | NBC 7:30 (COLOR) | M - the Burton Sisters (S); W - Ella Fitzgerald (S); F - K. Winding & J. J. Johnson (M)                                                                                                                                                                                                                                                                                                                        |
| VAUGHN MONROE                                                         | NBC 7:30         | Tu - Wyoma Winters (S), Hektor & Byrd (D)                                                                                                                                                                                                                                                                                                                                                                      |
| JULIUS LAROSA                                                         | CBS 7:45         | M - Peggy King (S)                                                                                                                                                                                                                                                                                                                                                                                             |
| DOUGLAS EDWARDS                                                       | CBS 7:45         | Walter Cronkite subs for vacationing Edwards 8/1 thru 8/19                                                                                                                                                                                                                                                                                                                                                     |
| UPBEAT!                                                               | CBS 7:45         | Tu & Thu - the Four Lads (S); Thu - DeMarco Sisters (S)                                                                                                                                                                                                                                                                                                                                                        |
| TONIGHT (Steve Allen)                                                 | NBC 11:30        | F(8/5) - Robert Maxeell (M), Jeri Southern (S), Ken Murray (C) M - Blackburn Twins (S&D), Jill Corey (S), Jim Moran (writer); Tu - Anita O'Day (S); W - Air Force salute, premiere of The McConnell Story, V-P Richard M. Nixon, Jimmy Doolittle, Alan Ladd, June Allyson, Dick Powell; Thu - Pat Kirby (S), Beatrice Kay (S), Earl Hines (M); F - Martha Tilton (S), Page Cavanaugh Trio (M) (FROM HOLLYWOOD) |
| LATE SPORTS REVIEW WABC-TV                                            | 11:30            | M thru F - Bob Cooke replaces Russ Hodges & Marty Glickman as sportscaster                                                                                                                                                                                                                                                                                                                                     |

SATURDAY AUGUST 13  
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Commando Cody (Judd Holdren)	NBC 11am	War of the Space Giants - with regulars & Craig Kelly, Bill Henry, Gloria Pall, Rick Vallin, Keith Richards, Eddie Foster, Dale Van Sickel; (SW & SD)
TV WORKSHOP	WRCA-TV 7pm	Something About Love - with scenes from Shakespeare's <u>Romeo & Juliet</u> with Crandall Diehl, Elizabeth Lawrence; & Oscar Wilde's <u>The Importance of Being Earnest</u> with Diehl, Lawrence, Dorothy Sands. Arthur Hanna is host & commentator
OZARK JUBILEE	ABC 7:30	regulars & Sonny James (S), Hank Locklin (S) (FROM SPRINGFIELD)
AMERICA'S GREATEST BANDS(Paul Whiteman)	CBS 9pm	Paul Neighbors, Larry Clinton & Bea Wayne, Ray Anthony, Enric Madriguera & their bands
MUSICAL CHAIRS	NBC 9pm	Helen O'Connell (S) (FROM HOLLYWOOD)
Texaco Star Theatre (Jimmy Durante)	NBC 9:30	regulars & Jimmy Ames, Angie Dickenson, Clegg Hoyt (all C); Durante girls: Penny Russell, Charlene Baker, Joyce Horn, Marietta Elliott, Dorinda Clifton; (SW & SD)
TV'S TOP TUNES	CBS 10pm	Eileen Barton (S)

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SATURDAY AUGUST 13(Cont'd)

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Damon Runyon Theatre CBS 10:30

Small Town Caper - (O) by Milton M. Raison & Elwood Ullman; with Dick Foran, Irene Hervey, Charlie Cantor, Hank Patterson, Penny Rubin, Joe Devlin, Gayne Whitman, Butch Bernard; (SD) by D. Ross Lederman

Mayor of the Town WRCA-TV 11:15  
(Thomas Mitchell)

Thicker Than Water - (O) by Otto Englander; with regulars & Bernard Nadell, Peggy McCay, Lowell Gilmore, Robert Hutton, Russell Gaige; (SD)

SUNDAY AUGUST 14

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Wild Bill Hickok CBS 11:30

To the Highest Bidder - with regulars; (SW & SD)

FRONTIERS OF FAITH NBC 3pm

Stage of Fools - (O) by Charles Brady, (A) by A. J. Palmerio; with John Stanley, Ronald Long, Iola Lynn, James Millhollin, Ward Anderson, Raymond Johnson, Owen Coll, Ralph Friar, Dennis Patrick, Gerald Lee; (SD)

Captain Gallant of the Foreign Legion NBC 5pm

Carnival in Zagora - (O) by Gene Levitt; with regulars & Norma Eberhardt, Arthur Hanson, Pierre Gay; (SD)

IT'S MAGIC(Tripp) CBS 7pm

Kajar, Jerry Bergman, Cleopatra (all magicians)

TOAST OF THE TOWN NBC 8pm
(Ed Sullivan)

The Mills Brothers (S), the Four Aces (S), Max Bygraves (C), the Cramerton Square Dancers from Burlington Mills, Greensboro, N.C., film clips from Love is a Many Splendored Thing with William Holden and Jennifer Jones; Ben Hogan, Eddie Arcaro, Willie Shoemaker, Bill Talbert, Tony Trabert, Louise Brough, Bob Cousy, George Welsh, Arnold Sowell (all sports)

PEGGY LEE SHOW NBC 8:30

Johnny Mercer (songwriter); (O) by Charles Isaacs; Musical Dir-
Victor Young (FROM HOLLYWOOD) (THIS TIME ONLY)

The Whistler WPIX 9pm

Letters from Aaron Burr - with Howard Duff, Martha Vickers, John Harmon, Damian O'Flynn, Marvin Press, Dan Riss, Rudolph Anders, Phil Tead, William Forman; (SW & SD)

GOODYEAR TELEVISION CBS 9pm
PLAYHOUSE

The Takers - (O) by William Manchester (from novel The City of Anger); with Ed Begley, Robert Emhardt, Martin Balsam, Peggy Allenby, Joe Mantell, Luis Van Rooten, Florence Stanley, Cliff Hall, Walter Appler; (SD) by Robert Mulligan

APPOINTMENT WITH CBS 10pm
ADVENTURE

The Royal Treatment - (O) by Joan Cunningham; with Dane Clark, Edith Adams, Jonathan Harris, Don Keefer, Chester Stratton; (SD)

CAMEO THEATRE NBC 10pm

The Man From the South - (O) by Raold Dahl (from Someone Like You), (A) - not listed at press time; with Joseph Schildkraut & cast to be announced; (SD) Narrated by Charles Addams(H'D)

NEW YORK TALENT AVAILABILITIES

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ROBERT WRIGHT - actor-announcer, returns from triumphs in Kiss Me Kate - MGT: Madelyn Killeen, CI 7-3648

EVELYN VARDEN - currently in The Bad Seed & featured in Night of the Hunter - AGT: MCA, PL 9-7500

KAJAR - magician featured in It's Magic (above) - AGT: Jack Davies, PL 7-1880

PAULA TRUEMAN - a regular member of the supporting cast of The Goldbergs new TV film series - Long Beach 6-3413-M

ADNIA RICE - signed for One Touch of Venus on next Summer Special - AGT: Nat Debin, CO 5-0127

FRANK BAXTER - actor-model - PL 7-6300

THELMA CARPENTER - recently in Ankles Aweigh - AGT: Joe Glaser, Associated Booking, PL 9-6400

WALLY COX - lined up for a future appearance on Arthur Murray Party - AGT: Gloria Safier, TE 8-4868

GYPSY ROSE LEE - star of Babes in Baghdad seen on WOR-TV's Million Dollar Movie - AGT: Lew & Leslie Grade, JU 6-4190

CLIFF HALL - popular character actor - MU 8-6600

IAN MARTIN - actor - TV writer - LE 2-1100

JOHN DRAINIE - does one-man show on Camera Three (P. A.) - AGT: Grace Lyons, JU 6-8330

BEATRICE ARTHUR - recently in 7th Heaven - AGT: Daniel Hollywood, AL 5-6068

GLORIA LANE - recently featured on Toast of the Town - AGR: NCAC, PL 9-6000

IRENE MANNING - to repeat role in King and Mrs. Candle on Producer's Showcase - CO 5-6200

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AUGUST 10, 1955

## THE TELEVISION INDEX

VOLUME 7 NUMBER 32 A

PRODUCTION • PROGRAMMING • TALENT

EDITOR: Jerry Leichter  
ASSOC ED: Alvin Sullum

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

## MID-WEEK SPECIAL

### NEWS - POSSIBILITIES - COMMENT

Up to last night (9), ten companies had signed letters of agreement with the Screen Actors Guild, with the major point of second run payments pegged at 75 per cent of first run salaries for actors. Of the ten, those with series on the air or scheduled for fall showing are, William and Edward Nassour (Sheena, Queen of the Jungle); Lewislor Enterprises, Inc (The Loretta Young Show); Lewman Ltd (Jane Wyman's Fireside Theatre); Charles E. Skinner Productions (Sgt Preston of the Yukon), all in Hollywood, and Balsan Productions (Hollywood Preview) in New York. Others on the list of signatories of letters are: Quintet Productions (Judge Roy Bean) and Spectrum Film Productions in Hollywood; Cinecraft Film Productions and Discovery Productions of Cleveland, and D & R Television Film Co of New York. Contrary to what was expected earlier, two New York production firms did not sign letters, but have halted production; Guild Films on its I Spy and The Goldbergs and Talent Associates' Joe and Mabel.

It has become obvious that film producers are maintaining a solid front against SAG demands, hoping that time will bring more reasonable demands from SAG, from the producers' viewpoints, as far as the 75 per cent second run payment is concerned. Those firms that have signed already have schedule commitments and have to proceed, and no matter what contract is eventually signed by the majority they can't lose because their temporary agreements call for final adjustment to conform later. Also, some producers are holding out as long as possible, or until they actually have to resume production to meet program dates, hoping that the strike may end soon. One situation that will be watched with interest involves Screen Gems, Inc. CBS has announced that Tales of the Texas Rangers will debut Saturday, Sept 3 (11:30am-12noon EDT). The producer actually has only six films ready for screening. The company's other film series for other sponsors have enough of a backlog in completed episodes to run through late November and December. SAG would not sign a split agreement covering only part of a producer's output, so if the strike lasts two months or more, and on past history it easily could if neither side gives in, the film producer and/or the sponsor's ad agency will have an interesting decision to make on how they will fill the program spot.

While the SAG strike has given some hope to packagers of live shows that their product might be shoved in by nets for standby purposes, the word is that there will be no jerry-built programming permitted if things get to the stage where substitute programs have to be used. The nets have enough high-quality packages and talent on tap for short runs, if necessary, as well as film shows that can be re-run.

- Page 1 -

(MORE)

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The Peggy Lee Show, scheduled as a half-hour one-time special for Sunday, Aug 14, 8:30-9pm EDT, has been postponed for several weeks, due to a conflicting engagement for the singer. No replacement announced yet.....Betty Hutton will star in one of NBC's The Chevvy Show, the every-third-Tuesday one hour revue which will alternate with Milton Berle's new series and The Martha Raye Show. If the first is successful, Miss Hutton will be back for at least one more next year.....The combination of producer Jack Rayel and director George Shaefer on the Aug 27 Summer Special, "One Touch of Venus," is sort of going through a warm-up for their association on Maurice Evans Presents, which will have Rayel as NBC producer and Shaefer as director. The Evans production office has moved to 200 W 57th St (Rm 1103), New York 19. CI 7-8300, Exts 4171, 4172. Included in the move are associate producer Mildred Freed Alberg, Shaefer and editorial supervisor S. Mark Smith.....CBS' unheralded It's Magic, which has picked up a fine critical and audience reception as a Sunday evening (7-7:30pm EDT) filler for five weeks, now looks like a possible fall entry, if the net can find an opening.

Mark Stevens will add a girl friend for his editor Steve Wilson role in upcoming Big Town films. She will be Diane, a sophisticated commercial artist, who will not intrude on his office problems but will provide an out-of-the-newspaper-office change of pace for the series.....Derel Producing Associates, Inc., new New York production firm, will produce a new film series titled Foreign Correspondent, based on top foreign news stories written by or involving American foreign correspondents. The series, produced with the cooperation of the Overseas Press Club, will be based on material and books written by Press Club members. Plans call for 39 films in the series, to be shot on location in Europe. Derel is located at 68 William St., New York 5. BO 9-1550. Jerry Feldman, head of the firm, is exec producer for the series, with Gene Feldman as associate producer and script supervisor. Gene Feldman has been a free lance script writer for TV shows during the last four years. The firm also has another film series and a live package in the works.

Charles Russell will be producer of the live shows originating in New York for StarStage, to be seen over NBC, Fridays, 9:30-10pm EDT, starting Sept 9. He will work under exec producer Mort Abrahams (MCA). Alan Miller is production supervisor of the filmed programs in the series, to be produced by Revue Productions in Hollywood. Carol Irwin is acting as agency contact for scripts for BBD&O, ad agency for Campbell Soup, alternate week sponsor. Scripts will be processed, however, through Abraham's office at MCA, with Ted Apstein as script editor there.....NBC's The World of Mr. Sweeney may be responsible for a television first. Wilson Lehr, regular writer of the strip show, is on vacation until Sept 5. As his vacation replacement, Bernice J. Kerman has been writing the show since Aug 3, with Janet Clark also scheduled to write a couple during the month. Staff writer vacation replacements while a show is in its regular program schedule is practically unheard of in TV.....Although there have been no official announcements, it seems probable that Fred Coe, producer of the as yet untitled Pontiac one hour drama series, will have previously-listed Oliver Flanders as script editor, with Everett Chambers as casting director of the program. None of them will be involved with future programs in the lineup for Producer's Showcase. First show for Pontiac may be an adaptation of Philip Wylie's Collier's magazine story, "The Answer."

Future productions for the U. S. Steel Hour series (CBS, alt Wed, 10-11pm EDT) include: Aug 17, "The Bride Cried," by Mae Klein and Grace Cooper; Aug 31, "Counterfeit," an adaptation of J. B. Priestley's "Laburnum Grove" by Ellen Violett, with Boris Karloff and Edna Best; Sept 14, "A Wind from the South," an original by James Costigan, starring Julie Harris; Sept 28, "Ashton Buys a Horse," original by Norman Lessing, starring Menasha Skulnik. Other plays to be presented some time in the future include: "Shot in the Dark," a Rod Serling original; "Fatigue," by Christopher La Farge; "Shoot it Again," by Robert Emmett; "The Great Adventure," an adaptation by Kay Arthur of Arnold Bennett's play; "Account Payable," a Western by William Mourne; "Obsession," by Ernest Pendrell; "The Old Lady Shows her Medals," Robert Anderson adaptation of J. M. Barrie's original.





Paul Levitan, production manager for CBS public affairs, will act as asst to the director of public relations and also be coordinator for the radio and television industry, at the Eighth World Scout Jamboree at Niagara-on-the-Lake, Canada, Aug 18-28.....Medical Horizons, the live medical series packaged by J. Walter Thompson Co, debuting over ABC, Sept 12, Mondays, 9:30-10pm EDT, will have Fred Carney as producer and director; Joan Scott, asst to the producer and Jay Raeben as writer. The series will run for 26 weeks.....George Scheck's perennial kid talent revue, Star Time, returns to New York TV over WABD, starting Sept 10, Saturdays, 7-7:30pm EDT, sponsored by Sunset Appliance Stores, Inc.....Chrysler's Shower of Stars will again present Maxwell Anderson's version of Charles Dickens' "A Christmas Carol" as its Christmas show on Thursday, Dec 22. Fredric March will again star as Scrooge, with Basil Rathbone as Marley's Ghost and Bob Sweeney as Bob Cratchit.....Joseph Cotten will be m.c. for General Electric's The 20th Century-Fox Hour.....Revue Productions is buying material for the Studio 57 film series, but accepts material through agents only. Jerome S. Siegel is Revue's West Coast story editor, at Revue Productions, Inc, 9370 Santa Monica Blvd, Beverly Hills, Calif. Information on other Revue series is available through Revue's Eastern representative, William Morwood, at MCA in New York.

PEOPLE GOING PLACES: Station KTLA(LA) is now officially addressed at 5800 Sunset Blvd, Hollywood.....James E. Allen upped to director of special projects for Crosley Broadcasting Corp in Cincinnati, covering WLW radio and all WLW TV stations.....William M. Davidson named to the new post of asst general manager of WRCA and WRCA-TV(NY), effective Sept 1. He currently holds the same post with WNBK(Cleve).....David G. Taft, exec v.p. of Radio Cincinnati, has added duties as general manager of WKRC-TV(Cinn).....Albert G. Hartigan upped to program manager of WPIX(NY).....George Vickery joined WTVJ(Miami) as public service director.....Hal Weaver, Jr., named radio and TV producer for Monroe F. Dreher, Inc(NY), ad agency.....Gordon White upped to business manager of the TV-radio dept of Kenyon & Eckhardt, Inc(NY).....Lanolin Plus, Inc., is the new corporate name for Consolidated Cosmetics, Inc., Chicago.....Richard N. Heath named president of Leo Burnett Co., Inc(Chi), with Leo Burnett moving up to the post of chairman.

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## THE TELEVISION INDEX

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VOLUME 7

NUMBER 33

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ASSOC ED: Alvin Sullum

PRODUCTION • PROGRAMMING • TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

## WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday(15)

ABC- 7:30-8pm EDT; SPECIAL; Century of Farm Mechanization, ON FILM; from WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC-TV with Michigan State College. Film made by Michigan State College; no production info available. § Telecast of the educational exposition at Michigan State College, showing the progress in farming and homemaking during the past century.

#### Saturday(20)

NBC- 10:30-11am EDT; NET DEBUT; Children's Corner; from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC-TV(NY); Creators- Josie Carey & Fred Rogers; Exec Prod- Ben Park(NBC); Prod- Doris Ann(NBC); Dir- Martin Hoade(NBC); Writer & Music Composer- Fred Rogers; Lyrics- Josie Carey; Sets- Theodore Cooper. § Puppet program for children, created and worked by Josie Carey and Fred Rogers, seen for the past 15 months over WQED(Pittsburgh), educational TV station, currently, Mon thru Fri, 4:30-5:30pm. The program will be seen as a special network presentation thru Sept 10 as a four-week replacement for the Paul Winchell-Jerry Mahoney Show in this time spot. Winchell-Mahoney return from vacation, Sept 17.

#### Sunday(21)

CBS- 4:30-5:30pm EDT; SPECIAL; Let's Take a Trip; from Niagara-on-the-Lake, Canada, via remote to Buffalo, to WCBS-TV(NY), to the CBS net, also to Canadian Broadcasting Corp stations. § Sustaining, public service. § Pkgr- CBS Public Affairs with CBC and Canadian Boy Scouts Assn; Prod- Stephen Fleischman (CBS); Assoc Prod- Jack Kuney; Dir- Roger Englander; Tech Dir- Sandy Bell; Writer- Selig Alkon. § Special telecast with Sonny Fox, Bud Flanagan and Ginger McManus visiting the Eighth World Boy Scout Jamboree at Niagara-on-the-Lake, Canada, the first ever held outside Europe. The camp site is on the Canadian side of Lake Ontario. Let's Take a Trip is currently in summer hiatus; the Scout program is a one-time special.

### OTHER NETWORK CHANGES & ADDITIONS

ABC- Hollywood Backstage with Ern Westmore; DEBUT Aug 7; Sun, 7:30-8pm EDT; from WABC-TV(NY), no. of stations indefinite. § Sponsor- Charles Antell, Inc(Liquid Make-up) thru Products Services, Inc(NY); Acct Exec- Herman Liebensson. § Pkgr- Product Services, Inc(NY); Prod- Charles K. Hepner; (Continued on next page)

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OTHER NET CHANGES(More)

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## OTHER NET CHANGES(Cont'd)

ABC- Hollywood Backstage (Cont'd from previous page): Assoc Prod- Stewart Maltin; Dir- Eddie Nugent(ABC). § Makeup expert Ern Westmore conducts a celebrity-audience participation show, demonstrating and advising on proper methods of make-up, in the Hollywood manner and for streetwear.

Rocky's Corner (Wed, approx 10:45-11pm EDT) Last show, Aug 10; no net replacement.

CBS- Face the Nation (Sun, 5:30-6pm EDT) Stuart Novins named regular moderator, effective Aug 21.

Washington Park Horse Racing; DEBUT Aug 13; Sat, 6-6:30pm EDT; from WBBM-TV(Chi), to the net. § Sustaining (open). § Pkgr- CBS Sports(NY); Prod & Dir- Judson Bailey; WBBM production crew. § Telecasts of five feature stake races at Washington Park, Chicago; one on a Wednesday: Aug 13, "The Princess Pat Stakes"; Aug 20, "The American Derby"; Aug 27, "The Meadowland Handicap; Wed, Aug 31, \$100,000 winner-take-all match race between Swaps and Nashua; Sat, Sept 3, "The Washington Park Futurity," last race in the series of telecasts.

NBC- Truth or Consequences (Tue, 10-10:30pm EDT) Live programs resume Aug 16, after six week hiatus during which re-runs were shown (See page 77). Jack Bailey resumes as host-m.c. CURRENT PRODUCTION STAFF: Pkgr- Ralph Edwards Productions (LA); Exec Prod- Ralph Edwards; Prod- Ed Bailey; Asst Prod- Virginia Kruse; Dir- Stuart Phelps; Music Dir- Buddy Cole; Continuity- Phil Davis, Cal Howard, W. B. Norwood, Jr.; Annr- Jerry Lawrence.

Chet Huntley; SPECIAL Aug 14; Sun, 8:30-9pm EDT; from KRCA-TV(LA), to the net. § Sustaining. § Pkgr- NBC-TV(LA); Prod & Dir- Tom Belcher. § Chet Huntley, NBC's West Coast news analyst and reporter, reviews the week's news, discussing the week's most significant events. It is a one-time program replacing the previously scheduled Peggy Lee Show, also intended as a one-time special. (See page 89).

Today (Mon thru Fri, 7-9am EDT) Program originates from Waterbury, Conn., Aug 18 only, then returns to its New York origination.

## NEW NETWORK SPONSORSHIPS

W. A. SHEAFFER PEN CO thru Russel M. Seeds Co., Inc(Chi) becomes alternate week sponsor of Two For the Money (Sat, 9-9:30pm EDT) over CBS-TV, effective Aug 13. P. LORILLARD CO, INC (Old Gold Cigarettes) cuts back to alternate week sponsorship.

## LOCAL STATION ACTIVITY

WPIX(Ch 11) - Yonkers Harness Racing; RETURN Aug 18; Thu, 9pm-approx 10:30pm EDT. New York Participations. Pkgr & Prod- WPIX. Fourth season of telecasts of harness racing at Yonkers Raceway; 14 meetings thru Nov 10.

WBEN-TV(Ch 4) - Erie County Fair; SPECIAL Aug 15-19; all days, various times, regular Buffalo program originations. The station's mobile unit will originate six regular afternoon and early evening programs at the Fairgrounds during the Erie County Fair, Aug 15 thru 19; a total of more than 20 program originations.

KRCA-TV(Ch 4) - Carveth Wells; DEBUT Aug 11; Thu, 7-7:30pm PDT. Sustaining. Pkgr- Los Angeles Carveth Wells; Dir- Thomas V. Belcher(KRCA). Noted explorers, Mr. & Mrs. Carveth Wells, present a live and film show, showing souvenirs and costumes and films of many of the places they have visited during the past 20 years. "Raffles," the Wells' famous talking mynah bird, will be featured.





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Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below but are available and may be requested at any time. Currently in network re-runs and omitted from the listings below are: Roy Rogers, Kodak Request Performance, Danny Thomas, Captain Midnight, Dragnet, My Little Margie, Adventures of Rin-Tin-Tin, It's a Great Life, Your Play Time, Spotlight Playhouse, General Electric Theatre, Stage 7, Ray Milland, Medic, Ford, Summer Theatre, Bob Cummings, Topper, Halls of Ivy, T Men in Action, TV Reader's Digest, etc.

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Jackie Miles (C), Georgia Gibbs (S)

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TUESDAY AUGUST 16 (Cont'd)

MUSIC '55 CBS 8:30
(Stan Kenton)

Peggy King (S), Cab Calloway (M), The Calvin Jackson quartette; Calvin Jackson, Peter Appleyard, Howard Reay, Johnny Ellwood (all M)

WEDNESDAY AUGUST 17

FRANKIE LAINE CBS 8pm
TIME

Patti Page (S), Jack Teagarden (M), Harold Lang (D), Eddie Mayehoff (C)

The Millionaire CBS 9pm
(Marvin Miller)

The Story of Quentin Harwood - with Robert Cornthwaite, Barbara Eller; (SW & SD)

KRAFT TELEVISION NBC 9pm
THEATRE

The Failure - (O) by George Lowther; with Judith Evelyn, Henry Jones, Mary Lee Deering, Warren Berlinger, David White, Jada Rowland, Henry Barnard, Royal Peal; (SD)

UNITED STATES CBS 10pm
STEEL HOUR

The Bride Cried - (O) by Mae Cooper & Grace Klein; with Janice Rule, Barbara O'Neil, Jamie Smith, Ruth Ford, Jane Seymour, Lee Phillips, Tammy Grimes; (SD)

Douglas Fairbanks WRCA-TV 10:30

The Hero - no information or credits available at press time

THURSDAY AUGUST 18

Guy Lombardo WRCA-TV 7pm

The Mello Larks (S)

CLIMAX! CBS 8:30
(Bill Lundigan)

Fear Strikes Out - (O) by Jimmy Piersall & Al Hirshberg; (A) - Mel Goldberg; with Tab Hunter, Mona Freeman, John Conte; (SD) by Herb Swope, Jr. (FROM HOLLYWOOD)

STAR TONIGHT ABC 9pm

The Prom - (O) by Margaret Lee Runbeck; with Roni Dengel, David Anderson, Augusta Roeland, John Griggs; (SD) by Alan Anderson

LUX VIDEO THEATRE NBC 10pm

Nor All Your Tears - (O) by Frank Partos & Frank Waldman, (A) by Charles Bennett; with Arleen Whelan, Richard Shannon; (SD) by George Roy Hill (FROM HOLLYWOOD)

FRIDAY AUGUST 19

Schlitz Playhouse CBS 9pm

Jury of One - (O) by Allan Vaughn Elston, (A) by Sidney Beddell; with Paul Kelly, Kenneth Tobey, Bill Henry, Eleanore Tanin, Addison Richards, Lillian Culver, Guy Wilkerson; (SD) by Christian Nyby

The Vise ABC 9:30

Death in White - with Ronald Leigh Hunt, Jill Clifford; (SW&SD)

WINDOWS CBS 10:30

Arcade - (O) by Ray Bradbury; (A) by Arnold Schulman; with Melvyn Berger, Patricia Smith, Rudy Bond, Anna Berger; Staged by Jack Garfein; (SD) by George Gould

MULTIPLE AND ACROSS THE BOARD SHOWS FRIDAY AUGUST 12 THRU FRIDAY AUGUST 19

TODAY CBS 7am
(Dave Garroway)

Tu - Gretchen Wyler (S&D) of Silk Stockings; Thu - Rosalind Russell Day in Waterbury, Conn., with Gloria DeHaven, Eddie Albert (FROM WATERBURY); F - Mildred Miller (S)

GEORGE SKINNER WCBS-TV 9am

Galen Drake subs all week for vacationing Skinner

GARRY MOORE CBS 10am

M thru F - Isobel Robbins subs for vacationing Denise Lor; M - Helene & Howard (C); F - Charlotte Rae (C), Mello Larks (S)

ARTHUR GODFREY TIME CBS 10:30

M thru F - Peter Lind Hayes subs for vacationing Godfrey 8/8-19

HOME NBC 11am

F(8/19) - Sylvester L. Weaver, Jr. (NBC Pres.)

TENNESSEE ERNIE NBC 12N

M - Dick Cathcart & Band

ROBERT Q. LEWIS CBS 2pm

M thru F - Lois Hunt returns after 12 weeks' maternity leave

ART LINKLETTER'S CBS 2:30
HOUSE PARTY

M - Kay Brown (S); W - Bob Manning (S); F - Alfred Hitchcock

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JAN 10 1964

TO THE EDITOR OF THE JOURNAL OF THE
ROYAL ANTHROPOLOGICAL INSTITUTE
LONDON

I have the honor to acknowledge the receipt of your letter of the 10th inst.

in relation to the article on the "Prehistoric Man in the East" which appeared in the
Journal of the Royal Anthropological Institute, Vol. 93, Part 2, 1963.

I am sorry that I cannot give you a more definite answer at present, but I am
at present unable to do so.

I am, however, sure that I shall be able to give you a more definite answer
in the near future.

I am, Sir, very truly,
Yours faithfully,
J. H. COOPER

JOHN H. COOPER
Department of Anthropology
The University of Chicago
Chicago, Illinois 60637

Enclosed for you are two copies of the article on the "Prehistoric Man in the East" which appeared in the
Journal of the Royal Anthropological Institute, Vol. 93, Part 2, 1963.

I am, Sir, very truly,
Yours faithfully,
J. H. COOPER

JOHN H. COOPER
Department of Anthropology
The University of Chicago
Chicago, Illinois 60637

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MULTIPLE AND ACROSS THE BOARD SHOWS FRIDAY AUGUST 12 THRU FRIDAY AUGUST 19 (Cont'd)
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|                                                                                      |                                                                                                                                                                                                                                            |
|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| WAY OF THE WORLD CBS 4pm<br>(Gloria Louis)                                           | M thru F - <u>Miss Emory</u> - (O) by William Kendall Clarke; with Dorothy Hart, Joe Maross, Melinda Markey, Donald Hayden; (SD)                                                                                                           |
| WORLD OF MR. SWEENEY NBC 4:30<br>(Charlie Ruggles,<br>Glenn Walken, Helen<br>Wagner) | regulars & M - Ann Thomas, Fred Eisley; Tu - Dorothy Francis;<br>W - Susan Steell, Carol Veazie, Harry Gresham; Thu - Harrison<br>Dowd; F - Kevin Coughlin, Wyrley Birch; (SW) by Bernice J. Ker-<br>man substituting for Wilson Lehr      |
| MODERN ROMANCES NBC 4:45<br>(Martha Scott)                                           | M thru F - <u>Over the Fence</u> - (O) by Anne Howard Bailey; with<br>Belle Flower, Dortha Duckworth, Dean Harens, Marian Russell                                                                                                          |
| <u>Stories of the Cen- tury</u> (Jim Davis) WGBS-TV 5pm                              | Sat (8/13) - <u>The Doolin Gang</u> - (O) by Joe Richardson; with<br>regulars & Leo Gordon; Sun 8/14) - <u>Black Jack Ketchum</u> - re-<br>peat; (SD)                                                                                      |
| VAUGHN MONROE NBC 7:30 (COLOR)                                                       | Tu - Ethel Lee (S); Thu - models from Knoxville, Tenn.                                                                                                                                                                                     |
| MATT DENNIS NBC 7:30 (COLOR)                                                         | M - Bonnie Lake (S); W - Terri Stevens (S); F - DeMarco Sis-<br>ters (S)                                                                                                                                                                   |
| JULIUS LAROSA CBS 7:45                                                               | W - Felicia Sanders (S)                                                                                                                                                                                                                    |
| UPBEAT! CBS 7:45                                                                     | Tu & Thu - Al Fisher & Lou Marks (C)                                                                                                                                                                                                       |
| TONIGHT (Steve Allen) NBC 11:30                                                      | M - Ricky Vera (S), Gonzales Gonzales (C), Lalo Guerrero (S);<br>Tu - Martha Tilton (S), Buster Keaton (C); W - Dave Brubeck<br>& his jazz trio (M), Billie Holliday (S); Thu - Helen O'Con-<br>nell; F - Kitty White (S&M), Jackie Cooper |
| SATURDAY AUGUST 20<br>~~~~~                                                          |                                                                                                                                                                                                                                            |
| <u>Commando Cody</u> (Judd Holdren) NBC 11am                                         | <u>Destroyers of the Sun</u> - with regulars & John Crawford, Gloria<br>Fall, Kenneth MacDonald, Eddie Foster, Dale Van Sickel, John<br>Daheim; (SW & SD)                                                                                  |
| OZARK JUBILEE ABC 7:30                                                               | Eddy Arnold subs for vacationing Red Foley (FROM SPRINGFIELD)                                                                                                                                                                              |
| MUSICAL CHAIRS NBC 9pm                                                               | regulars & Connie Moore (S)                                                                                                                                                                                                                |
| <u>Texaco-O'Connor</u> NBC 9:30                                                      | Ricky Vera (S), Gloria Noble, Carlos Vera, Ben Welden, Connie<br>Vera; (SW & SD)                                                                                                                                                           |
| <u>Damon Runyon Theatre</u> CBS 10:30                                                | <u>There's No Forever</u> - (O) by Jack Harvey & Clark E. Reynolds;<br>with John Ireland, Fay Wray, Sharon Baird, Joseph Downing,<br>Frank Richards, William Hudson, Lyle Latell; (SD) by Sidney<br>Miller                                 |
| <u>Mayor of the Town</u> (Thomas Mitchell) WRCA-TV 11:15                             | <u>Junior Voters</u> - (O) by Erna Lazarus; with regulars & Natalie<br>Wood, Dan Riss, Cliff Sales, Bob Burton; (SD)                                                                                                                       |
| SUNDAY AUGUST 21<br>~~~~~                                                            |                                                                                                                                                                                                                                            |
| <u>Wild Bill Hickok</u> CBS 11:30                                                    | <u>Sundown Valley</u> - with regulars & Dorothy Patrick; (SW&SD)                                                                                                                                                                           |
| FRONTIERS OF FAITH NBC 3pm                                                           | <u>Diary of a Country Priest</u> - (O) by George Bernanos, (A) by<br>John McGiver; with Gene Gross, Vilma Kurer, Charles Andre; (SD)                                                                                                       |
| <u>Captain Gallant</u> (Buster Crabbe) NBC 5:30                                      | <u>Twenty Fathoms Under the Desert</u> - (O) by William N. Robson;<br>with regulars & Vide Morley, Henry Beckman, Eugene Deckers,<br>Jacques Ciron; (SD)                                                                                   |
| IT'S MAGIC (Tripp) CBS 7pm                                                           | Fred Keating, Roy Benson (both magicians)                                                                                                                                                                                                  |
| TOAST OF THE TOWN (Ed Sullivan) CBS 8pm                                              | Rosalind Russell, Gloria DeHaven (S), Eddie Albert, Ella Mae<br>Morse (S), Marion Lorne (C), Tony Bennett (S), film clips<br>from <u>The Girl Rush</u>                                                                                     |
| COLGATE VARIETY HOUR NBC 8pm                                                         | Harry Belafonte (S), Edgar Bergen & Charlie McCarthy, Augie &<br>Margo (D), Bob Williams & Red Dust (dog act) (FROM HOLLYWOOD)                                                                                                             |
| <u>The Whistler</u> WPIX 9pm                                                         | <u>The Jubilee Barring</u> - with Marguerite Chapman, Douglas Kennedy,<br>Dani Sue Nolan, John Close, Edith Evanson, William Haade, Art<br>Gilmore, William Forman; (SW & SD)                                                              |
| PHILCO TELEVISION PLAYHOUSE NBC 9pm                                                  | <u>Gretel</u> - (O) by Vance Bourjaily; with Eva Stern, Geoffrey Horne,<br>Edmon Ryan, Esther Minciotti, Jeff Harris, Bess Johnson, Tom<br>Ellis, August Ciolli; (SD)                                                                      |
| APPOINTMENT WITH ADVENTURE CBS 10pm                                                  | <u>Five Star Crisis</u> - (O) by Harold Gast; with Barbara Britton,<br>Hugh Reilly, Tonio Selwart, Nehemiah Persoff; (SD)                                                                                                                  |





# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

AUGUST 17, 1955

VOLUME 7 NUMBER 33 A

EDITOR: Jerry Leichter  
ASSOC ED: Alvin Sullum

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## MID-WEEK SPECIAL

### NEWS - POSSIBILITIES - COMMENT

At the time this is being read (Wednesday morning) the SAG television film strike should have been settled. Because of the time zone difference, word would not be available in New York before 3:00am EDT, so the decision should be available in late editions of the New York Times, as far as New York is concerned. Officers of the Guild are confident that the membership will accept the settlement of future terms arrived at by the Guild and the TV film producers who have held out this far. All producers who have previously signed letters of agreement with the Guild will get the same terms as the main group of hold-out producers. The burning point for the actors' group has been whether talent should continue to be in the position of offering "twofer" as a price of working -- payment for the first run, nothing for the second run and then decreasing payments for subsequent runs. The question of raising minimum salaries in contract categories has not been as important as a bone of contention. The producers, of course, have looked at it in another way. As long as they could save on the extra payments for the second run, they could effect certain economies on the first run to be balanced by profits from second showings, and even more important, these extra monies could be applied to bank or private financing arrangements to provide re-payment guarantees. The producers' side is complex because of the many different kinds of production agreements: network first showings, then syndication; network first showings, network re-runs, then syndication; or full syndication. Some series are complicated by a variety of regional deals, and there are series which are in first-run in some cities two or three years after they were produced. The SAG demands were a foregone conclusion after the factors that caused the Guild strike over TV commercial production in 1952-1953. Unions always balance their demands and requirements against the comparative prosperity of the business community. Television has made Hollywood buzz with more business than it has ever had before.

Arthur Godfrey, originally scheduled to return to his morning programs on Aug 22, has extended his vacation for three weeks and will now return Sept 12.....Jack Benny returns to CBS-TV for his alternate week program on Sept 25, with his familiar side-kicks and program touches. His writing team this season includes Sam Perrin, George Balzer, Al Gordon and Hal Goldman. The shows, film and live, will be produced by Hilliard Marks, with Ralph Levy as director and also executive producer.....Fred Allen will be narrator for NBC's "The Jazz Age," one of the special film programs in the net's "Project 20" series, to be produced by Henry Salomon. Salomon and Richard Hanser will write the jazz script, with Robert Russell Bennett as composer and conductor (interweaving pop tunes of the Twenties), and Isaac Kleiner as film editor. The program will use more than 100 different sources for film footage.

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(MORE)

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Philco Corp. will sponsor a telecast of the Miss America Beauty Pageant over ABC-TV for the second successive year, Saturday, Sept 10, 10:30-12midnight EDT. John Daly and Bess Myerson will be host and hostess and Bert Parks will be pageant m.c..... The highest rated show on the nets on Sept 18, may well be the Colgate Variety Hour; the day and program Jerry Lewis and Dean Martin will appear in their new guise of contract partners, if not friends. Most of show business, as well as the general public, will be watching to see whether the old knockabout comedy routines will prevail or whether the night's insanity will be of the gentler sort.....In an interview concerning another team with similar difficulties, Hal March was reported to have said that his conflict with Tom D'Andrea over their The Soldiers program is due to "emotional incompatability" among other factors, complicated by a dispute over billing for the pair. This split cannot be healed, largely because only one property is at stake..... If CBS sells My Favorite Husband to a sponsor for the coming season (possibly General Motors for its Tuesday, 10:30-11pm buy), the only one remaining from the program during its previously successful run will be Barry Nelson as the husband. Joan Caulfield has gotten a release from CBS to return to film work and Bob Sweeney will probably work in the revamped Our Miss Brooks, which is coming up with a new locale and a new supporting cast for Eve Arden. The Nelson-Caulfield live situation comedy illustrates a strange switch in fortunes. Miss Caulfield was a strong exponent of live television last year in Hollywood, while Nelson was reportedly more in favor of film. Now, the actress bows out and Nelson may continue. In any case, there were differences in opinion on this series too, with the stars reported at occasional odds, while writing teams were changed in mid-season.

Directors for Campbell-Pond's StarStage will be assigned according to requirements of individual programs. First and second shows (Sept 9 debut) are not set, but the Campbell sponsored program for Sept 23 will feature "On Trial," a half-hour film starring Joseph Cotten. The season's series will include 26 live and 13 filmed programs.....Mark Stevens has been busy signing all his former production people from Gross-Krasne, those who worked on the Big Town series with him last season; among them Lee Gilbert, his music editor, and Lynn Stalmaster & Associates to handle casting..... Items about film series casting in Hollywood during the past week have the added note, "as soon as the strike is over." Scripts and actors are all set for intensive production, especially on those series in short supply.

The new DuPont Cavalcade Theater film series over ABC-TV, will include not only films made by Four Star Productions under their 1955-56 contract, but also some films from Jack Denove Productions and Jack Chertok Productions, still to be delivered under their previous production contracts, which are not actually concluded. The fall DuPont series starts over ABC-TV, Tuesday, Sept 13, 9:30-10pm EDT, and the tentative program schedule lines up as follows: Sept 13, Nancy Merki story (still to be titled), an original by Joel Murcott, from Four Star; Sept 20, "Decision for Justice," re-run of the original by Charles Larson, commemorating the 200th birthday of Chief Justice Marshall falling on Sept 24; Sept 27, tentative, film concerning Ralph Bunche, with nearly an all-Negro cast, not filmed yet. If strike complication holds up filming, film substitute will be "The Texas Rangers," from an original by Larry Marcus; Oct 4, "Civil Air Patrol," title to be changed, an original by Charles Bennett, from Denove; Oct 11 or Nov 1, Postal Inspector story or a Nurse story, from Chertok; Oct 18, "Six Hours to Deadline," a re-run; Nov 8, "Saturday's Story," repeat of the pilot originally made for the Frank Leahy series by Four Star; Nov 15, "Man Nobody Wanted," no author listed, about AA; Nov 22, "American Thanksgiving," a repeat; Nov 29, "Swamp Meeting," already filmed by Chertok; Dec 6, "Junior Achievement," original by Norman Retchin and Alvin Ganzer, to be filmed by Denove; Dec 13, "Take Off Zero," a repeat; Dec 20, "Barbed Wire Christmas," to be filmed by Denove; Dec 27, "The Marine Who Was 200 Years Old," a repeat. The list, subject to change, includes six re-runs, four of which are not contemporary; other films are closer to a contemporary range in keeping with the new, modern format called for under the Four Star contract for the coming year. The DuPont programs have always included several repeats during the regular season, especially when they had a seasonal or anniversary connection.





Properties purchased for the alternate week Pontiac program, debuting over NBC on Sept 27, include Ernest Hemingway's "The Battler," William Faulkner's "The Sound and The Fury," F. Scott Fitzgerald's "The Rich Boy, also "The Man Who Murdered Shakespeare," and originals by David Shaw, Sumner Locke Elliott, Tad Mosel and Robert Alan Aurthur. Directors named for the series are Delbert Mann and Arthur Penn..... Scripts for Robert Montgomery Presents, the fall series starting Sept 12, include four that were motion pictures (starred in the list): Sept 12, \*"The Woman in the Window"; Sept 26, \*"Along Came Jones"; Oct 3, "Man Lost," an original by William Kendall Clarke; Oct 10, "Paper Town," an original by Robert J. Shaw; Oct 17, \*"Tomorrow is Forever"; Oct 31, \*"The Stranger". John Newland will be a regular director for the fall series.

The Danny Thomas Show, adding a change of locale to pep up viewer interest, will show the comedian, playing his series role, going to London to play at the Palladium and then moving on to Paris.....One of the running stories for Disney's Mickey Mouse Club involves two children in a "What I Want To Be" 10-episode presentation. Trans World Airlines gets the big break in demonstrating what it takes to be an airline pilot or a hostess.....CBS will debut five new film series on Sept 10 and Sept 20: It's Always Jan and Gunsmoke on Sept 10; Navy Log, You'll Never Get Rich and Joe and Mabel on Sept 20.

AGENCIES AND ACCOUNTS: The Nehi Corporation (Royal Crown Cola, Nehi Beverages, Par-T-Pak) appointed Compton Advertising, Inc(NY) to handle all advertising. BBD&O was the former agency.....The Pharma-Craft Corp., Inc has assigned advertising for its "Fresh Cream" to Harry B. Cohen Advertising Co., Inc(NY). J. Walter Thompson Co (NY), which had both, retains "Fresh Stick" deodorants.

PEOPLE GOING PLACES: Jack Rayel, Hudson Faussett and Don Appell, all NBC producers, have moved to new NBC offices at 200 West 57th St., New York 19. Previously, the Maurice Evans production staff had been announced as moving to the building. NBC phone remains the same, CI 7-8300.....Irving Mansfield has rejoined CBS Television as a producer in New York, one year after he left the net to devote himself to private projects. He had previously been with CBS from 1946 to 1954.....Beryl L. Reubens named trade publicity manager for CBS TV press information in New York..... Hugh Wedlock and Howard Snyder signed as staff writers by CBS Television in Hollywood, with their initial assignment, the Oct 6 Shower of Stars, which will star Jack Benny.

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## WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday(22)

NBC- 10:45-11am EDT, Mon thru Fri; DEBUT; The World at Home; from WRCA-TV(NY), to the net. Participations. Pkgr- NBC-TV(NY); Exec Prod- Richard Linkroum; Prod & Dir- Norman Frank; Film Superv- Phillips Wylly; Writers- Harold Azine, Gene Wyckoff, Lee Charell; Researchers- Liz Smith, Hal Emerson. § Arlene Francis and Hugh Downs interview guests whose activities have made them prominent. Guests appear either on film or live, or a combination of both. The program is separate from the Home program, which it precedes. The station line-up duplicates that for Home, except for West Coast stations. The program replaces The Sheilah Graham Show (last show Aug 19) in this time spot.

#### Tuesday(23)

DuM- 9-10pm EDT; SPECIAL; Tennis of Champions; from WABD(NY), to WTTG(Wash), 2 stations live. § Sponsors- New York only, 9-11pm: Metropolitan Bottling Co., Inc (Pepsi-Cola) thru Biow-Beirn-Toigo, Inc(NY); Acct Exec- Jack Byron; Acct Contact- Lou Berger. Washington only, 9-10pm: Sponsored, name not available at press time. § Pkgr- WABD-Du Mont(NY), in cooperation with U. S. Lawn Tennis Assn & U. S. Davis Cup Committee; Prod- Al Hollander; Dir- Jim Saunders. Telecast of tennis matches staged in Studio 5, Du Mont Tele-Centre in New York, featuring a doubles match between professionals Jack Kramer and Don Budge and a pair of leading amateurs from the U. S. and/or the Australian cup teams. Players from other foreign Davis Cup teams will appear and may compete in the two singles or two doubles matches scheduled for the program. Commentary for the matches will be by Kramer and Budge for matches they are not involved in, and by Bill Talbert, captain of the U. S. Davis Cup Team. The program is one in a series of sports spectacles to be staged by WABD. The full program will be seen 9-11pm on WABD.

#### Wednesday(24)

POOL- NBC, 2:30-3pm EDT; CBS, 11:15-11:45pm EDT (on kine); SPECIAL; Address by President Eisenhower; from WPTZ(Phila), to the NBC and CBS nets. § Public Service, sustaining. § Pkgr- NBC-TV Public Affairs Dept(NY); Prod- Doris Corwith(NBC, NY); Dir- Bob Doyle(NBC, Wash); crew and cameras from WPTZ. § President Eisenhower delivers a major policy address at the 78th annual meeting of the American Bar Assn, at Independence Hall on the mall in Philadelphia. CBS will make a kine of the telecast and program it at 11:15pm. The program is in open net time, both nets.





THIS WEEK(Cont'd)

Friday(26)

NBC- 10pm to approx 10:45pm EDT; RETURN; Cavalcade of Sports; from WRCA-TV(NY), 132 stations live. § Sponsor- Gillette Safety Razor Co., Div of The Gillette Co, thru Maxon, Inc(Detroit); Acct Exec- William Laurie, Jr.(Detroit); TV Acct Exec & Agcy Superv- Ed Wilhelm(NY); Comm Superv- Hugh Hole. § Pkgr- International Boxing Club with NBC-TV(NY); Prod- Ed Wilhelm(Maxon); Dirs- Jack Mills, Jack Dillon. § Jimmy Powers is announcer for big-name boxing bouts, mainly from Madison Square Garden, New York. The program returns after summer hiatus. The program originally debuted over NBC, October, 1948. First bout in the new series will originate in the San Francisco Cow Palace, from KRON-TV, to the net. Program replaces Highlights of the Week in the World of Sports (last show Aug 19) which was seen from 10-10:30pm EDT during the boxing hiatus. So This Is Hollywood (last show Aug 19), 10:30-11pm EDT, is replaced by the bouts and the program listed next.

NBC- approx 10:45-11pm EDT; SPECIAL; NBC Sports Wind-Up; from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC-TV Sports Dept(NY); Prod & Dir- Craig Allen; Writer- Barney Nagler. § Lindsey Nelson and a guest discuss the fight on the previous program and also discuss the upcoming fall football schedule. The program is a one-time special; a prelude to the return of Red Barber's Corner on Sept 2 as the regular post-fight program.

NBC- 2-5pm EDT; also Sat, 2:30-5pm; Sun, 2-5pm; SPECIAL; Davis Cup Tennis Matches; (COLOR); from WRCA-TV(NY), to the net. § Sustaining (open). § Pkgr- NBC-TV Sports Dept(NY); Prod & Dir- Harry Coyle. U. S. Davis Cup team defends the cup against the Australian cup team, winner of pre-challenge round matches, at the West Side Tennis Club, Forest Hills, Long Island, N. Y. Jack Kramer and another commentator to be named will describe the match play. Program pre-empts all regularly scheduled network programming in the periods scheduled for the matches on Friday and Sunday; Saturday is open time. The programs are the first of outdoor sports events to be telecast in compatible color.

Sunday(28)

NBC- 10-10:30pm EDT; RETURN; The Loretta Young Show, ON FILM; from WRCA-TV(NY) & KRCA-TV(LA), no. of stations indefinite. § Procter & Gamble Co (Tide, Gleem). Tide thru Benton & Bowles, Inc(NY); Acct Exec- Francis X. Houghton; Agcy Superv & Comm Dir- Murray Bolen; Comm Superv- Elizabeth Pike; Comm Annr- Bob Dixon. Gleem thru Compton Advertising, Inc(NY); Acct Superv- William Stewart; Acct Exec- John Cross; Agcy Superv- John Egan; Comm Superv- John Zimmer; Comm Annr- Rex Marshall. § Pkgr & Film Prod- Lewislors Films, Inc., at Samuel Goldwyn Studios, Los Angeles, Calif.; Prod- Bert Granet; Assoc Prod- John London; Dirs- Harry Keller, Harry Sinclair, Richard Morris; Asst Dir- Nate Levinson; Music Dir- Harry Lubin; Dir of Photog- Norbert Brodine; Story Ed- Ruth Roberts; Writers- Gene Levitt, Jane & Ira Avery, Marian Thompson, Lowell S. Hawley; Art Dir- Frank Sylos; Superv Film Ed- Joe Dervin; Casting- Ruth Burch. § Top Hollywood stars act as guest hosts and hostesses for Loretta Young in introducing stories in this anthology series. The stories themselves use top Hollywood talent in starring roles. Miss Young, customarily hostess and star of the series, is recovering from illness and until she is well enough to resume her roles, the films will be made with guest stars in the host role and others in story roles. The program replaces Cameo Theatre (last show Aug 21) in this time spot. It had been the hiatus replacement for The Loretta Young Show.

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Johnny Carson Show (Thu, 10-10:30pm EDT) George Cahan became director, effective Aug 11. (See page 90).

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OTHER NET CHANGES(Cont'd)

CBS- Robert Q. Lewis Show (Mon thru Fri, 2-2:30pm EDT) Betty Clooney no longer a member of the regular cast, effective Aug 15.

You Are There (Sun, 6:30-7pm EDT) New films in series resume Aug 28, after eight week hiatus during which re-runs were shown (see page 77). CURRENT CREDITS: From WCBS-TV(NY) & KNXT(LA), 81 stations net, 30 delayed (Electric); 99 stations net, 45 delayed (Prudential). § Alternate Week Sponsors- 1) Electric Companies of America thru N. W. Ayer & Son, Inc(NY); Acct Exec- Dwight Van Meter; Comm Superv- John Caldwell. 2) The Prudential Insurance Co of America thru Calkins & Holden, Inc(NY); Acct Exec- Thomas P. Crollius; Acct Superv- Robert W. Robb. § Pkgr- CBS-TV(NY). Films produced at Hal Roach Studios, Culver City, Calif.; Exec Prod- William Dozier; Prod- James Fonda; Dir- Bernard Girard; Script Ed- Elizabeth Bullock(CBS, NY); Research Ed- Jane Swan(CBS, NY). § Walter Cronkite continues as narrator, with other CBS newsmen, of dramatizations of great events of history.

NBC- People, LIVE & FILM; DEBUT Aug 21; Sun, 5-5:30pm EDT; from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC-TV(NY); Prod- Reuven Frank; Dir- John Goetz; Unit Mgr- Edward Faught; Field Dir- Jack Shugrue; Film Ed- Constantin Gochis; Managing Ed- John Lynch; Staff Correspondent- Paul Cunningham. § Morgan Beatty (live) introduces four of five filmed interviews with notables in all fields. Program will be seen for six weeks in this spot. Several public affairs programs have been alternating in the time spot during the summer.

Read to Me Please; SPECIAL Aug 20; Sat, 7-7:30pm EDT; from WRCA-TV(NY), to the net, one time only. § Sustaining. § Pkgr- WRCA-TV(NY); Prod- Harry Olesker; Dir- James Elson. § A network presentation of one of the programs in WRCA-TV's TV Workshop series. James Daly, Jane White and Hiram Sherman read classics for children, using props, music, background sound effects and illustrations to add to the effect. Program is in open net time.

Colgate Variety Hour (Sun, 8-9pm EDT) CURRENT PRODUCTION STAFF: Prod- Max Siegel; Unit Prod- Kas Zoller; Dir- Joe Tinney, Jr; Assoc Dir- Fred Rheinstein; Music Dir- Frank DeVol; Art Dir- Larry Klein; Costumes- Grady Hunt; Choreog- Lou Onofrio; Writer- Jack Brooks.

Today (Mon thru Fri, 7-9am EDT) Program originates from Schenectady, N. Y., Aug 24 only, then returns to its New York origination.

LOCAL STATION ACTIVITY

WRCA-TV(Ch 4)- One For Sheldon; DEBUT Aug 22; Mon thru Fri, 1-1:30pm EDT. Participations. Pkgr- WRCA-TV; Prod- John Fengler; Dirs- Various. Herb Sheldon is star of the program, which incorporates puppets, cartoons, interviews and audience participations with parents and children. Program is first half-hour replacement for The Brokenshire Show, seen 1-2pm. Second half-hour replacement, 1:30-2pm, is The Sky's The Limit, starring Gene Rayburn as m.c., assisted by Hope Lange, starting Aug 22 in this time spot, Mon thru Fri, moving from 6:30-6:45pm; it was seen on Mon, Wed, Fri. Ask the Camera, film program, returns to the station in the former The Sky's The Limit time on Aug 22; Mon, Wed, Fri, 6:30-6:45pm.

WPIX(Ch 11) - Hy Gardner Calling; CHANGE Aug 22; Mon, 10-10:30pm EDT. Program was formerly seen Thursdays, same time; last on Aug 11.

KNXT(Ch 2) - Frees on Two; CAST CHANGE Aug 15; Mon thru Fri, 11pm-12midnight. The Los Angeles Mel Henke Trio joins the regular cast, replacing violinist Joe Venuti and pianist Russ Black, two former regulars. (See page 86).





TALENT SHOWSHEET AUGUST 22-28, 1955  
 ~~~~~

Most of the shows on August 19, 20, 21 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, August 26. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below but are available and may be requested at any time. Currently in network re-runs and omitted from the listings below are: Roy Rogers, Kodak Request Performance, Danny Thomas, Captain Midnight, Dragnet, My Little Margie, Adventures of Rin-Tin-Tin, It's a Great Life, Your Play Time, Spotlight Playhouse, General Electric Theatre, Stage 7, Ray Milland, Medic, Ford, Summer Theatre, Bob Cummings, Topper, Halls of Ivy, T Men in Action, TV Reader's Digest, etc.

FRIDAY AUGUST 19
 ~~~~~

Science Fiction Theatre (Truman Bradley)      WRCA-TV 7pm

The Lost Heartbeat - with Zachary Scott, Walter Kingsford, Jan Shepard; (SW & SD)

SATURDAY AUGUST 20  
 ~~~~~

TV WORKSHOP NBC 7pm

Read to Me Please - selections from Winnie the Pooh - (O) by A. A. Milne, The Adventures of Huckleberry Finn - (O) by Mark Twain, Alice in Wonderland - (O) by Lewis Carroll; read by James Daly, Jane White, Hiram Sherman

STEP THIS WAY WABC 7pm

Buddy Weed's Orchestra replaces Nat Brandwynne for next few weeks

AMERICA'S GREATEST BANDS (Paul Whiteman) CBS 8pm

Ralph Flanagan, La Playa Sextet, Percy Faith, Gene Krupa & respective bands

AND HERE'S THE SHOW NBC 10pm

Lucille Norman (S)

TV'S TOP TUNES CBS 10pm

Joni James (S)

SUNDAY AUGUST 21
 ~~~~~

LAMP UNTO MY FEET (Dr. Lyman Bryson)      CBS 10am

Young Man in the Street - (O) by Clair Roskam; with Carmen Mathews, Clair Roskam, Walter Klavun, Rachel Stephens; (SD)

LOOK UP AND LIVE      CBS 10:30

Friend's Camp Story - (O) by Clair Roskam; with Nita DeSoto, Henry Lascoe, Lydia Bruce, Marjorie Gray, Miriam Colon, Don Mayo; (SD)

CAMERA THREE (James Macandrew)      WCBS 3:30

The Carl Sandburg Suite - with Lois Nettleton, Irving Lerner, Gerald Sarracini; (SD)

COLGATE VARIETY HOUR      NBC 8pm

add to last week's listing: Michael Curtiz (director), Carol Ohmart, recreating scenes from Ulysses; film clips of that movie with Kirk Douglas, Sylvia Mangano (FROM HOLLYWOOD)

CHANCE OF A LIFETIME      ABC 9pm

Norton & Patricia (D)

CAMEO THEATRE      NBC 10pm

A Little Night Music - (O) by Raphael Hayes; with Lamont Johnson, Tito Vuolo, Grazia Narcisco, Michael Miller, Louis Leterrier, Phil Tead, Pitt Herbert; (SD, FROM HOLLYWOOD)

APPOINTMENT WITH ADVENTURE      CBS 10pm

Five Star Crisis - (O) by Harold Gast; with Barbara Britton, Hugh Reilly, Tonio Selwart, Nehemiah Persoff, Harold Stone

MONDAY AUGUST 22  
 ~~~~~

Superman (George Reeves) WRCA-TV 6pm

Man Who Could Read Minds - with regulars & Larry Dobkin, Robert Shayne, John Hamilton, Veola Vonn, Richard Karlan, Russell Custer, Tom Bernard; (SW & SD)

Sherlock Holmes (Ronald Howard) WRCA-TV 7pm

The Case of the Singing Violin - (O) by Kay Krause; with Josephine Seyrig, Arnold Bell, Colin Mann, Ben Omanoff, Barbara Guerini, Jacqueline Gay, Roger Garris, Leslie Desanti, Billy Beck; (SD)

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MONDAY AUGUST 22 (Cont'd)

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PRODUCERS' SHOWCASE NBC 8pm
(COLOR)

The King and Mrs. Candle - (O) by Sumner Locke Elliott (adapted from his TV Playhouse dramatic script); Music by "Moose" Charlap & Chuck Sweeney; with Cyril Ritchard, Joan Greenwood, Richard Haydn, Irene Manning, Donald Marve, Theodore Bikel, Raymond Bramley, Helen Raymond, Philippa Bevans, Lulu Belle Clarke, Martha Greenhouse, Agnes Doyle, Ian Tucker, Michael Conrad; Dir by Arthur Penn; Costumes by Guy Kent; Choreog by Tony Charmoli; Prod by Fred Coe; Assoc Prod - Bill Nichols

VOICE OF FIRESTONE ABC 8:30

Eugene Conley (S); Wilfred Pelletier replaces Howard Barlow
as conductor for three weeks

ARTHUR GODFREY'S CBS 8:30
TALENT SCOUTS

Cauby Peixoto (S), Marilyn Horn (S), The Voices Three (S)

Those Whiting Girls CBS 9pm

regulars & George Wallace, Bennett Green; (SW & SD)

ROBERT MONTGOMERY NBC 9:30
PRESENTS

Rosie - (O) by Milton Gelman; with Bibi Osterwald, James Millhollin, Carlos Montalban, Gerald Milton, Ron Soble, Val Avery, S. K. Hershaway, Alfred Hopson, Dorothy Griffith, Shirley O'Hara, Joan Harvey; & stock co regulars; (SD) by John Newland

ETHEL AND ALBERT CBS 9:30

regulars & Margaret Hamilton, John Boruff, Paul Lipson; (SW,D)

STUDIO ONE CBS 10pm

The Voysey Inheritance - (O) by Harley Granville-Barker, (A) by Michael Dyne; with Douglas Watson, Gloria Stroock, Frederic Worlock, Dorothy Sands, Bramwell Fletcher, Bert Thorn, Mary James, Charles Aidman, William LeMassena, Frederick Rolfe, Kate Harkin, Eugenia Rawls, Wyrley Birch; (SD) by Seymour Rob-
bie

Eddie Cantor WABC-TV 10pm

The Finer Points - with Robert Strauss, Douglass Dumbrille,
Jack LaRue, Helen Mowery: (SW & SD)

TUESDAY AUGUST 23

THE UNIVERSITY OF CHICAGO

MUSIC '55 CBS 8:30
(Stan Kenton)

Dave Brubeck Quartet (M): Brubeck, Paul Desmond, Bob Bates,
Joe Dodge; Jeri Southern (S), Burl Ives (S), Lillian Briggs
(S)

ARTHUR MURRAY PARTY NBC 8:30

Hildegarde (S), Billy Eckstine (S)

WEDNESDAY AUGUST 23

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

FRANKIE LAINE CBS 8pm

Polly Bergen (S), Jean Carroll (C), Joel Grey (D, S&C), Sheila Bond (D)

The Millionaire CBS 9pm
(Marvin Miller)

The Story of Jack Martin - with Paul Langton, Phyllis Coates,
John Alvin: (SD & SW)

KRAFT TELEVISION NBC 9pm
THEATRE

Haunted - (O) by Richard Carlson, (A) by Cyril Hume; with John Baragrey, Felicia Monteleague, James Gregory, Frank Overton, Tommy Halloran, Ray Kyle, Humphrey Davis, Milo Boulton; (SD) by Harry Herrmann

FRONT ROW CENTER CBS 10pm

Guest in the House - (O) by Hagar Wilde & Dale Eunson, (A) by Brainerd Duffield; with Sally Forrest, Paul Langton, Mary Beth Hughes, Louise Lewis, Sandra Descher, Russell Johnson, Irene Tedrow, Dorothy Crehan, Michael Whalen; (SD, FROM HOLLYWOOD)

Douglas Fairbanks WRCA-TV 10:30

Blue Murder - (O) by Emery Bonett; with Douglas Fairbanks

THURSDAY AUGUST 24

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Guy Lombardo WRCA-TV 7pm

Roberta Quinlan (S)

CLIMAX!
(Bill Lundigan)

Deal a Blow - (O) by Robert James Dozier; with Macdonald Carey, Phyllis Thaxter, Edward Arnold, James MacArthur; (SD) by John Frankenheimer

STAR TONIGHT ABC 9pm

Flame and Ice - (O) by George H. Faulkner; with Jason Robards, Jr., Gordon Dilworth, Joe Helgesen, Miko Oscar, Wendell Holmes. Morton Thompson; (SD) by Mary Scourby

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THURSDAY AUGUST 25(Cont'd)

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LUX VIDEO THEATRE NBC 10pm

June Bride - (O) by Eileen Tighe & Graeme Lorimer (play), Warner Filmlay by Ranauld MacDougall; TV (A) by S. H. Barnett; with Marguerite Chapman, Jerome Thor; (SD) by Dick Goode (H'D)

FRIDAY AUGUST 26

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Schlitz Playhouse CBS 9pm

The Case for the State - (O) by Harry Klingsberg, (A) by Gordon McDonell; with Marshall Thompson, Hayden Rorke, Nancy Howard, Carl Benton Reid, Francis de Sales, Jack Harris, Gordon Mills, Pat Goldin, Harvey Stephens, Ben Niems, Gilmore Bush, Charles Seel, Ray Darmour; (SD) by Jus Addiss

The Vise (R.Randell) ABC 9:30

The Broken Link - with Peter Neil, Philip Friend; (SW & SD)

WINDOWS CBS 10:30

The Calliope Tree - (O) by Doris Frankel; with Henry Hull, Van Dyke Parks; Staged by John Stix; (SD) by George Gould (LAST SHOW)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 19 THRU SUNDAY AUGUST 28

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MORNING SHOW CBS 7am

M thru F - The Bernie Leighton Trio replaces The Norman Paris Trio as regulars

TODAY NBC 7am  
(Dave Garroway)

Tu - remote from Forest Hills, L.I. - with Tony Trabert, Victor Seixas, Hamilton Richardson (tennis)

GEORGE SKINNER WCBS-TV 9am

M thru F - Ted Malone subs for vacationing Skinner

GARRY MOORE CBS 10am

Thu - Jimmie Jeffries (C); F - Roy Benson (C), Cliff Norton (C)

HOME NBC 11am

Thu - Mariko Nikki

JACK PAAR CBS 1pm

Tu - Virgil Partch (cartoonist); F - Burl Ives (S), Louis Nye (C)

SUMMER ENTERTAINMENT WABC-TV 2pm

Week ending 8/19 - Norma Raymond replaces Marion Colby

ART LINKLETTER CBS 2:30

M - Erroll Garner (M); W - Jerry Colonna (C), F - Al Apaka (S)

WAY OF THE WORLD NBC 4pm  
(Gloria Louis)

Deep Down Inside Me - (O) by Reita Lambert, (A) by Robert Thomen; with Geraldine Brooks, Lamont Johnson, Dean Harens, Carol Goodner, Harry Bannister; (SD)

WORLD OF MR. SWEENEY NBC 4:30  
(Charlie Ruggles, Glenn Walken, Helen Wagner)

regulars &: M - Jocelyn Brando, Michael King; M & Tu - (O) by Beatrice Kerman subbing for Wilson Lehr; Tu thru F - not cast at press time; W thru F - (O) by Janet Clark; (SD)

MODERN ROMANCES NBC 4:45-5pm  
(Martha Scott)

(O) by Harry W. Junkin; with Grace Raynor, Lonny Chapman, Zolaya Talma, Fred Eisley, Paul Lipson; (SD, M thru F)

Stories of the Century WCBS 5pm  
(Jim Davis)

Sat 8/20 - Clay Allison - (O) by Gerald Geraghty; with regulars & Jack Kelly; Sat 8/27 - Henry Plummer - (O) by Dwight Cummins; with John Dehner; Sun 8/28 - Tom Horn - repeat; (SD)

VAUGHN MONROE NBC 7:30 (COLOR)

Tu - Kay Armen, the Diamonds Quartet (both S)

UPBEAT! CBS 7:45

Tu & Thu - Teresa Brewer (S)

SATURDAY AUGUST 27

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Commando Cody NBC 11am
(Judd Holdren)

Robot Monster of Mars - with regulars & Gloria Pall, John Crawford, Kenneth MacDonald, Sandy Sanders, Sydney Mason, Dale Van Sickel; (SW & SD)

OZARK JUBILEE ABC 7:30

Webb Pierce subs for vacationing Red Foley (FROM SPRINGFIELD)

AMERICA'S GREATEST CBS 8pm
BANDS (Paul Whiteman)

Xavier Cugat, Johnny Long, Billy May, Richard Himber & their respective bands; Abbe Lane (S)

SUMMER SPECIAL NBC 9pm

One Touch of Venus - Book by Ogden Nash & S. J. Perelman, Music by Kurt Weill, Lyrics by Nash; with Janet Blair (S), Russell Nye (S), George Gaynes (S), Laurel Shelby, Iggy Wolfington, Mort Marshall, Adria Rice; Choreog by Edmund Balin; Music-Gino Smart; Dir by George Schaefer; Prod by Jack Rayel

SATURDAY AUGUST 27 (Cont'd)

Damon Runyon Theatre CBS 10:30

Earthquake - (O) by Jack Harvey; with Alex Nicol, Buddy Baer, Sheila Ryan, Sid Melton, John Berardino, Nestor Paiva, David Saber, Billy Snyder; (SD)

Mayor of the Town WRCA-TV 11:15
(Thomas Mitchell)

Papa Dear - (O) by David Chandler; with regulars & Natalie
Wood, Tom Powers, Stafford Repp; (SD)

SUNDAY AUGUST 28
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Wild Bill Hickok CBS 11:30

Sagebrush Manhunt - with regulars; (SW & SD)

FRONTIERS OF FAITH NBC 3pm

Cain - (O) by Roger Van Aerde, (A) by A. J. Palmerio; with Louis Edmonds, Thomas Carlin, Terry O'Sullivan, Rosemary Murphy, Jo Rabb, Ronnie Welsh, Brian Dunne, Warren Parker, Raymond Johnson; (SD)

Captain Gallant NBC 5pm  
(Euster Crabbe)

Strange Sanctuary - (O) by William N. Robson; with regulars & Danielle Godet, Pierre Marteville, Philippe Nicaud, Paul Boniface, Gilbert Legay, Eugene Dekers; (SD)

You Are There CBS 6:30  
(Walter Cronkite)

The Attack on Pearl Harbor - (O) by Joseph Landon; with Hayden Rorke, DeForrest Kelley, Rory Lennert, Stanley Farrar, Vivi Janiss, Edward Earle, Patti Gallagher, David Post, Gordon Mills, Kan Tong; (SD) by Bernard Girard (START, FALL SERIES)

IT'S MAGIC CBS 7pm

Blackstone the Great, Paul Le Paul (magicians)

TOAST OF THE TOWN CBS 8pm  
(Ed Sullivan)

Eartha Kitt (S), The Mariners (S), Jay Lawrence (C), Wonder Boy John (balancer), Chicago Festival Singers

COLGATE VARIETY HOUR NBC 8pm

Charlton Heston, the Marjorie Fields Moppets (FROM HOLLYWOOD)

GOODYEAR TELEVISION NBC 9pm  
PLAYHOUSE

Spring Reunion - (O) by Robert Alan Aurthur; with Kathleen Maguire, Phil Abbott, others to be announced; (SD) by Bob Mulligan (SCRIPT ORIGINALLY DONE ON 4/11/54)

The Whistler WPIX 9pm

Kind Thought - with John Howard, Toni Gerry, Carleton Young, Phil Tead, Jimmy Smith, Ann Loos, Jimmy Hyland, Valerie Hall, William Forman; (SW & SD)

APPOINTMENT WITH CBS 10pm  
ADVENTURE

Masquerade - (O) by Alfred Brenner; with Janice Rule, Robert Clary, Patrick O'Neal, Beverly Whitney, David White, Betty Allen, Marilyn Parker; (SD)

NEW YORK TALENT AVAILABILITIES  
=====

JEROME COURTLAND opening at the Latin Quarter  
on Aug. 25 - Bookings - Baum-Newborn, MU 8-  
1380; PERSONAL MGT: Cass Franklin, JU 6-8300

BERT WHEELER - beloved comedian - AGT: Jack  
Davies. PL 7-1880

GENE BLAKELY - recently in The Desperate Hours  
AGT: Lucile A. Phillips, CI 7-3263

EDDIE ALBERT - to be seen in Reuben, Reuben in  
the fall - PRESS: Ben Washer, MU 4-8088

LENARD KAUFMAN - author of An Apple a Day published by Holt - CONTACT: Barbara Emerson, MU 8-9100

JUDY TYLER - featured on Caesar Presents, newly  
discovered by Rodgers & Hammerstein - PRESS:  
Michel Mok, MU 7-5927

NANCY MALONE - played lead role in Time Out for  
Ginger, now a 20 year old ingenue - AGT:  
Alix Gordon, PL 1-2650

HELEN HAYES - lauded for performance in Skin of  
Our Teeth at the ANTA - PRESS: Barry Hyams,  
CO 5-4784

BARBARA COOK - delightful singing and dancing  
actress in Plain and Fancy - PRESS: Eob Ull-  
man, WI 7-2386

RENATA TEBALDI - sings on The Telephone Hour Sept  
5 - Columbia Artists Mgt, CI 7-6900

CONRAD NAGEL - popular actor, MC, host - Shaw  
Artists, MU 8-2230

FRANCIS SULLIVAN - star of Witness for the  
Prosecution - PRESS: R. S. Maney, CI 7-4646

AL MORGAN - author of The Great Man published  
this week by E. P. Dutton - CONTACT: Elliott  
Graham. OR 4-5900

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# Ross Reports ON TELEVISION

AUGUST 24, 1955

VOLUME 7 NUMBER 34 A

EDITOR: Jerry Leichter

ASSOC ED: Alvin Sullum

## THE TELEVISION INDEX

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

## MID-WEEK SPECIAL

### NEWS - POSSIBILITIES - COMMENT

NBC Matinee Theatre, the Monday thru Friday full-hour dramatic series in color and black and white, will debut Monday, Oct 31, instead of Oct 3, as previously announced. Relocation of production personnel being recruited in New York caused the delay. Albert McCleery is the executive producer (new offices and rehearsal studios are at 1559 N. Vine St., Hollywood), Winston O'Keefe is supervising producer in charge of talent; with Larry Menkin, John Goetz and Robert Wilbur among the directors (10 in all) who will be on the production staff. The original starting date would have been a virtual impossibility in any case because of conflict with the World Series, which normally starts the first week each October.....The new Matinee series has been responsible for several irresponsible items out of Hollywood recently, mostly from writers who can't add or multiply. There was the bomb that eventually made the top paragraph in a syndicated column about NBC recruiting 4,000 actors and actresses for the series -- 260 teleplays during a 52-week year, even if every one used 10 characters with none repeating, would never come up to the ridiculous total. A week later it had dropped to a 600-person stock company, still beyond the realm of budget or probability.

Burblings of conflict have come from the lots of major movie producers who are involved with television. At Warners, Roy Huggins took over as producer of the "Cheyenne" series in addition to his "King's Row" series of 13, replacing Harve Foster, who left "because of other commitments." This notice was followed this week by the announcement out of Warner Brothers that Gary Stevens, who has been general manager of the television film unit, "has completed his assignment" and left the company. William T. Orr will be liaison executive between Jack L. Warner and the television unit. At the same time, 20th Century-Fox revealed that Otto Lang, who last week shifted from the motion picture production staff to the television production unit, has been named an executive in charge of TV production under Sid Rogell, general manager of the TCF Productions group. A minimum of three factors can cause switches in any production unit: a disagreement on production techniques, or on the standard of finished product, or on any question involving movie vs. television personnel. If the shift in the wind means anything, it will not be long before movie-wise people replace practically all production toppers whose most recent experience has been purely television. There is still a vital area of disagreement on production techniques between those who moved on to learn TV film production during the recent Hollywood depression and those who were able to survive on the movie lots. Indications are that some movie execs think in terms of an eventual feature movie derived from TV product, rather than producing for TV exposure alone, without extensive over-shooting.

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(MORE)

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CBS is extending the summer run of The Search for four weeks, thru September, until My Favorite Husband is ready for debut as a film series on Oct 4. Production on the revamped situation comedy was scheduled to start this week with Vanessa Brown and Barry Nelson in the starring roles.....Ziv has assigned Ladislav Farago, writer and authority on espionage and counter-intelligence, as technical adviser on The Man Called X film series which will star Barry Sullivan in the title role. Five scripts are ready for production, products of writers William P. Templeton, Les Crutchfield and David Boehm. Farago will work with writers on future scripts.....Production on the first film of the new Screen Directors Guild series started last weekend at Hal Roach Studios, with Leo McCarey directing, his first effort for television. The Guild membership has furnished 71 directors committed to future productions, which will be sponsored by Eastman Kodak over NBC.....Conne-Stephens, Inc., film production organization, is moving from its Fox Western Ave studio location to General Service Studios for future production activities. The firm has several pilots of its own, but its past production history has involved physical production for other firms.....James V. Kern's direction on Those Whiting Girls for Desilu has led to his being assigned to direct I Love Lucy films in the new series under a new contract.

Michael Levin, former TV director for Erwin, Wasey & Co., Inc., in New York, has set up a TV consultation service at 9 West 10th St., New York. OR 4-4491. Levin and Robert Trout of CBS have also formed Permanagement, Inc., television packaging firm, at the same address and phone.....While there has been much public notice recently about the urge of Steve Allen to move his Tonight show back to the West Coast after a short hitch in New York, the word is that the program will remain in New York for at least six months. Remote possibility is that Allen may work out a future schedule which would permit part of the year in Hollywood and the rest in New York.....Jose Ferrer will stage the production of "Cyrano de Bergerac," second presentation in NBC's fall Producers' Showcase series on Oct 17. Ferrer will star, with the supporting actors to be announced. With Fred Coe moving over to get his new alternate week Pontiac hour ready for its late Sept debut, Jack Rayel is now exec producer, with Donald Davis and Dorothy Mathews as producers of the Showcase series, which will present "Our Town" from Hollywood as the first program in the fall series on Sept 19.

Station KTTV(LA), never one to do things by halves, has bought ten new half-hour series for fall presentation, in addition to two purchased earlier. The current group of ten includes: Jungle Jim (Screen Gems), Count of Monte Cristo (TPA), Highway Patrol (Ziv), Adventures of Scarlet Pimpernel (Official), The Ray Milland Show (MCA-TV), San Francisco Beat (re-runs of CBS net's The Lineup, thru CBS Film Sales), My Little Margie (Official), Trouble With Father (Official), City Detective (MCA-TV), and Fabian of Scotland Yard (Wick). The two previous series signed for are Dr. Hudson's Secret Journal (MCA-TV) and Paul Coates' Confidential File (Guild). The Coates series originated as a live program over the station and will continue, live in its regular Sunday night spot, with the films scheduled for a weekday evening spot. Station KTTV presents the interesting contrast of heavy film series programming with many live local remotes, probably the only station in the country, independent or network, with so many of each.....Station KPIX(S.F.) joins the West Coast group of CBS stations that have eliminated as many kines as possible from their programming. Last season, delayed programming totaled 41 and 1/4 hours of the station's total of 120 weekly. This fall the total will be only five out of the 120, duplicating the changes made earlier at KNXT(LA). The switch at KNXT presaged the changeover in San Francisco since kines and hot kines are normally made in Hollywood and sent to San Francisco for showing there.....Station WTVJ is making its bid to interest the nets in South Florida as an origination point for special broadcasts, similar to those presented in the past by NBC's Variety Hour and Tonight and CBS' Godfrey programs. The Miami station has set up a TV consulting service to aid South Florida builders, architects and contractors working on new hotels and other buildings to plan for the future. The station also has new remote equipment on order, including a 35-foot trailer designed to be a net color studio on wheels, for fall local and net programming use.

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Shower of Stars will present "A Christmas Carol" on Dec 15, instead of Dec 22, as previously announced by CBS.....WTOP, Inc., will finally split off its local news gathering operation in Washington from CBS News. The company will set up a WTOP News and Public Affairs division, effective Oct 30, to expand coverage of Washington area news and local affairs for both WTOP radio and TV. The new plan calls for a staff separate from the CBS news staff.....Otto Kruger replaces Ken Carpenter as host of Lux Video Theatre on Sept 8, with Carpenter reverting to his customary announcer role. The Lux fall series begins Sept 29.....Ernie Kovacs will be guest m.c. for Tonight from Aug 29 thru Sept 9 while Steve Allen vacations. The Allen program will originate from New York again starting Aug 29.....Doe Avedon was signed by Mark Stevens for the sophisticated role in his new films for the Big Town series. It was a very short talent search.....Ralph Levy is becoming the busiest producer and director in Hollywood, with new CBS assignments. He is exec producer and director of live and film Jack Benny Show programs, as well as having production responsibilities on Benny's six Shower of Stars appearances next season, and on special productions in the new Ford Star Jubilee series.

AGENCIES AND ACCOUNTS: Frigidaire Division, General Motors Corp., has appointed Kudner Agency, Inc., for major appliance advertising. Foote, Cone & Belding was the previous agency.....Swift & Co has named McCann-Erickson, Inc, to handle advertising for its fresh meats and table ready meats, products formerly handled by J. Walter Thompson Co. Chicago offices of both agencies are involved.

PEOPLE GOING PLACES: Robert Sparks has been signed by CBS Television in Hollywood as an executive producer. Edward Buzzell, most recently with Screen Gems, Inc., on the discontinued You Can't Take it With You series, has been signed by CBS as a producer-director. Buzzell is directing the filming of the new My Favorite Husband series.....Ted Cappy has been signed as choreographer for NBC's Caesar's Hour for the fall season. He is currently on the same assignment for Caesar Presents, the summer replacement program.....WLW has added vocalist Dixie Lee to its talent roster for Midwestern Hayride.....Burt Hanft has been upped to director of business affairs of Screen Gems, Inc., and has been succeeded as business manager by Dan Glass.

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VOLUME 7

NUMBER 35

EDITOR: Jerry Leichter

ASSOC ED: Alvin Sullum

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## Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

PRODUCTION • PROGRAMMING • TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTSMonday(29)

ABC- 7-7:15pm EDT, Mon thru Fri; RETURN; Kukla, Fran and Ollie; from WBKB(Chi), 4 stations net, sponsored; 16 stations co-op net. § Sponsor- Gordon Baking Co (Silvercup Bread) thru D'Arcy Advertising Co(NY); Acct Exec- Arthur Daly; Agcy Superv- Gordon Hyde; Comms- Burr Tillstrom with Tom Carpenter(D'Arcy). Gordon sponsors the program in NY, Chi, Detroit & Elkhart-South Bend, Ind. § Pkgr- Burr Tillstrom(Chi); Prod- Beulah Zachary; Dir- Lewis Gomavitz; Music by- Carolyn Gilbert; Asst to Tillstrom- Joseph Lockwood, Jr. § Burr Tillstrom and the Kuklapolitans and Fran Allison engage in conversation and ad-libs in sketches. Tillstrom manipulates the puppets who make up the Kuklapolitan group. Program succeeds its summer replacement Soupy Sales (last show Aug 26) in the time spot.

Tuesday(30)

NBC- 9-9:30pm EDT; RETURN & DEBUT; Jane Wyman's Fireside Theater, ON FILM; from WRCA-TV(NY) & KRCA-TV(LA), no. of stations indefinite. § Sponsor- Procter & Gamble Co (Ivory Soap, Crisco) thru Compton Advertising, Inc(NY); Acct Execs- John Cantwell(Ivory Soap), Robert Prentice(Crisco); Agcy Superv- James Pollak (H'wood); Comm Dir- Jack Zimmer (film); Comm & Prog Anncr- Bill Goodwin. § Pkgr- Lewman, Ltd(H'wood); Film Prod- Revue Productions, Inc., at Republic Studios, Studio City, Calif; Prod- Bill Asher; Prod Superv- Carl Hiecke(Revue); Dirs- Various; Music Dir- Stanley Wilson; Art Dir- Martin Obzina; Dir of Photog- Joe Novak; Film Ed- Edward Haire; Casting- Bob Walker; Script Eds- Lou Lindsay(West, at Revue, H'wood), William Morwood(East, at MCA, NY). § New format and films for this familiar series returning from hiatus, starring Jane Wyman in 20 of the half-hour programs, with guest stars for the other 16 of the regular season's films. The new series starring Miss Wyman is by a new production firm. Fireside Theater originally debuted in April, 1949. The new Jane Wyman series replaces Summer Theater (last show Aug 23), re-runs of Four Star Playhouse films.

Wednesday(31)

NBC- 7:30-7:45pm EDT, Wed & Fri; RETURN; Coke Time Starring Eddie Fisher; from WRCA-TV(NY), 70 stations live, 24 kine. § Sponsor- Coca Cola Co thru D'Arcy Advertising Co(NY); Acct Exec- Frank Weber; Agcy Superv- Paul Louis; Agcy Prod- Marek Windheim; Comm Anncr- Fred Robbins; Prog Anncr- Ed Stokes. § Pkgr- MCA(NY); Prod- Danny Welkes; Dir & Writer- Alan Handley; Music Dir- Axel Stordahl; Sets- Sam Leve; Casting- (Continued on next page)

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Wednesday(31)

NBC- Coke Time Starring Eddie Fisher (Cont'd from previous page): Casting- Danny Welkes(guest artists), Helene Thomas(bits and extras), both at MCA, NY (at CI 7-2310). § Eddie Fisher returns with his songs, with Fred Robbins as program host, and frequent guest artists; backed by Axel Stordahl and the orchestra. The program replaces The Matt Dennis Show (last show Aug 29; it has been on in the time spot Mon, Wed, Fri), the summer replacement program.

NBC- 8:30-9pm EDT; NET DEBUT; Father Knows Best, ON FILM; from WRCA-TV(NY) & KRCA-TV(LA), no. of stations indefinite. § Sponsor- Scott Paper Co (Paper Products, Tissues) thru J. Walter Thompson Co(NY); Acct Execs- Barton McHugh, Fred Thompson; Comm & Prog Anncr- Jay Jackson. § Pkgr- Rodney-Young Enterprises (H'wood); Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood; Prod- Eugene B. Rodney; Dir- William D. Russell; Asst Dir- Louis B. Appleton, Jr.; Dir of Photog- William Skall; Art Dir- Ross Bellah; Sets- Louis Diage; Writers- Roswell Rogers, chief writer, with Dorothy Cooper, Sumner Long. § Family situation comedy series, starring Robert Young and Jane Wyman, with Elinor Donahue, Billy Gray and Lauren Chapin as their three children. The series debuted over CBS on Oct 3, 1954 and was seen thru March 27, 1955. In its current spot it replaces My Little Margie (last show Aug 24) for the sponsor.

Thursday(Sept 1)

ABC- 10-10:30pm EDT; DEBUT; Outside U.S.A., LIVE & FILM; from WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC-TV(NY); Prod-Editor- Robert Carlisle; Dir- Marshall Diskin. § Quincy Howe is commentator, giving background information for documentary films dealing with significant stories from foreign countries. Films will be supplied by ABC and News of the Day-Telenews. The program replaces Let's See (last show Aug 25) in the time spot.

Friday(Sept 2)

ABC- 9-9:30pm EDT; RETURN; Dollar a Second; from WABC-TV(NY), 34 stations live, 74 kine. § Sponsor- Mogen David Wine Corp thru Weiss & Geller, Inc(Chi); Acct Exec- Marvin Mann; Agcy & Comm Superv- Frank Higgins(NY); Comm Dir- Phil Levens; Comm & Prog Anncr- Ken Roberts. § Pkgr- Dollar a Second, Inc(NY); Prod- Dave Brown; Dir- Phil Levens. § Jan Murray m.c.'s this audience participation quiz and stunt show, during which people answer questions or engage in stunts in which they compete against time determined by an event outside the studio over which there is no control. The program has been seen over the NBC net during the summer under a different sponsorship (last NBC show Aug 23), but now returns to its previous ABC day and time for its former ABC sponsor, just as it did last year in a regular season-summer network switch. ABC has programmed one of its Greatest Sports Thrills series of films in this spot during the summer.

CBS- 10-10:30pm EDT; RETURN; Person to Person; from WCBS-TV(NY), 86 stations live (Elgin); 49 stations live (AMOCO) and 33 stations live (Hamm); none kine. § Alternate Week Sponsors- 1) Elgin National Watch Co thru Young & Rubicam, Inc(Chi); Acct Exec- Ray Ender; Agcy Superv- Dick Dana(NY); Commls- On Film, by Ed Reiser; Prog Anncr- Bob Dixon. 2) American Oil Co (AMOCO), eastern station group, thru The Joseph Katz Co(Balt); Acct Exec- John T. McHugh; Agcy & Comm Superv- Robert G. Swan; Comm & Prog Anncr- Bob Dixon. Theo Hamm Brewing Co., midwestern station group, thru Campbell-Mithun, Inc.(Minn). § Pkgr- Person to Person, Inc., with CBS-TV(NY); Prods- Edward R. Murrow, John A. Aaron, Jesse Zousmer; Dirs- Franklin Schaffner, Charles N. Hill, Robert M. Sammon; Editorial Associates- John Horn, David Moore, Elizabeth Scofield. § Edward R. Murrow chats informally with prominent people around the country, two on each program. Celebrities are visited by remote cameras, with Murrow conducting the interview from the studio in New York via audio and video cable and microwave. The program replaces Windows (last show Aug 26) its summer replacement in the time spot.

SECRET

1. The purpose of this document is to provide information regarding the activities of the [redacted] in the [redacted] area. This information is being provided for your information and is not to be distributed outside of your office.

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THIS WEEK(Cont'd)

Friday(Sept 2)

NBC- approx 10:45-11pm EDT; RETURN; Red Barber's Corner; from WRCA-TV(NY), 49 stations live, 9 delayed. § Sponsor- State Farm Mutual Automobile Insurance Co thru Needham, Louis & Brorby, Inc(Chi); Acct Exec- William H. Ohle. § Pkgr- NBC-TV Sports Dept(NY); Prod & Dir- Craig Allen; Writer- Barney Nagler. § Red Barber and a guest discuss the sports scene, occasionally reminiscing with film clips of classic sports events. The program follows the completion of the bout on the preceding Cavalcade of Sports. The Barber program returns from summer hiatus. (See page 94, NBC Sports Wind-up).

Saturday(3)

ABC- 4:15-4:30pm EDT; RETURN; Feature Horse Race; from WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC-TV Sports(NY); Prod- Bill Whitehouse; Dir- Eddie Nugent. § Telecasts of the feature horse race at New York tracks each Saturday afternoon, returns for the fall season with races from Acqueduct Race Track. Fred Capossela describes the race; Art Fleming handles the commentary.

CBS- 11:30am-12noon EDT; DEBUT; Tales of the Texas Rangers, ON FILM; from WCBS-TV(NY), 39 stations net, 20 delayed. § Sponsor- General Mills, Inc (Kix, for 4 weeks, then other products) thru Tatham-Laird, Inc(Chi); Acct Superv- C. R. Standen; Comm Superv & Dir- Jerry Birn. § Pkgr- General Mills, Inc.; Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood; Prod Exec- Fred Briskin; Prod- Colbert Clark; Dir- Lew Landers. § Willard Parker and Harry Lauter star as Texas Rangers Jace Pearson and Clay Morgan, respectively, in these tales of exploits of the famed Texas state law enforcement group. They are the only running characters in the stories. The program replaces Captain Midnight (last show Aug 27) in this time spot.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Washington Park Horse Race (Wed, 6-6:30pm EDT) Jack Drees describes the race and Don Ameche handles the pre-race color for the Swaps vs. Nashua match race. Lewis Howe Co (Tums) thru Ruthrauff & Ryan, Inc(Chi) sponsors the race. (See page 92).

NBC- Tonight (Mon thru Fri, 11:30pm-1am EDT) Program returns to New York origination effective Aug 29. Ernie Kovacs is guest m.c. for two weeks, replacing vacationing Steve Allen. CURRENT PRODUCTION STAFF (NY): Pkgr- NBC with Bristad Enterprises, Inc.; Exec Prod- Mort Werner; Prod- Bill Harbach; Assoc Prod- Thomas Naud; Dir- Dwight Hemion; Unit Mgr- Jim Riena; Music Dir- Skitch Henderson; Writers- Stan Burns, Herb Sargent.

Dragnet (Thu, 9-9:30pm EDT) New series of films starts Sept 1; re-runs of previous films have been seen during the summer, since June 2. All credits are same. Sponsor is Liggett & Myers Tobacco Co (Chesterfield and L & M Filter Cigarettes) thru Cunningham & Walsh, Inc(NY); TV Acct Superv- Norman Gort.

LOCAL STATION ACTIVITY

KNXT(Ch 2) - Holiday USA, ON FILM; DEBUT Aug 21; Sun, 6:30-7pm PDT. Sustaining. Los Angeles Pkgr & Prod- Austin Green & Jim Loomis. Film coverage on the spot of some of the nation's top vacationlands, emphasizing at the beginning those in the West. Austin Green and Blessing Green are host-narrators.

KNXT - Cavalcade of Books; RETURN Aug 28; Sun, 3:30-4pm PDT. Sponsor- Southern California Booksellers Assn thru Jack Case Advertising Agency. Pkgr & Prod- Frances & Jack Case; Dir- Jim Johnson. Georgiana Hardy and Turnley Walker are co-moderators for discussions of new books with authors as guests. The program returns for its fourth full season on the air.

1. The first step is to identify the problem. In this case, the problem is that the system is not working properly.



TALENT SHOWSHEET AUGUST 29-SEPTEMBER 4, 1955  
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Most of the shows on August 26, 27, 28 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, Sept. 2. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below but are available and may be requested at any time. Currently in network re-runs and omitted from the listings below are: Roy Rogers, Kodak Request Performance, Danny Thomas, Captain Midnight, Adventures of Rin-Tin-Tin, It's a Great Life, Your Play Time, Spotlight Playhouse, General Electric Theatre, Stage 7, Ray Milland, Medic, Ford, Summer Theatre, Bob Cummings, Topper, Halls of Ivy, T Men in action, TV Reader's Digest, etc.

FRIDAY AUGUST 26
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Science Fiction Theatre (Truman Bradley) WRCA-TV 7pm

The World Below - with Gene Barry, Marguerite Chapman, Tol Avery; (SW & SD)

SATURDAY AUGUST 27  
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TV WORKSHOP WRCA-TV 7pm

Feel that Music - with Robert Merrill (S), Barbara Carroll(M), Al Cohn Jazz Group: Cohn, Nick Travis, Milt Hinton, Bobby Brookmeyer, Hank Jones (M); Prod & Dir by Mike Gargiulo

SUMMER SPECIAL NBC 9pm

One Touch of Venus - Original Book by S. J. Perelman & Ogden Nash; Music by Kurt Weill; Lyrics by Ogden Nash; TV (A) by George Schaefer & John Gerstad; with Janet Blair (S), Russell Nye (S), George Gaynes (S), Laurel Shelby, Adria Rice, Mildred Trares, Mort Marshall, Iggie Wolfington, Glenn Kezer, William Le Massena, Louis Nye, Georgia Simmons, Len Doyle, Jack Friend, Fred Hildebrande, Arny Freeman, Dick Wilson, Pete Gumeny, Val Avery; Prod by Jack Rayel; Dir by George Schaefer; Scenery - Otis Riggs; Costumes - Noel Taylor; Choreog - Edmund Balin; Music Dir - Gino Smart

TV'S TOP TUNES CBS 10pm

Tex Ritter (S), Something Smith and the Redheads (S)

SUNDAY AUGUST 28
 ~~~~~

LAMP UNTO MY FEET (Dr. Lyman Bryson) CBS 10am

Most Likely to Succeed - (O) by Edgar Marvin; with Alan Hewitt Robert Higgins, Joan Trott; (SD)

CHILDREN'S HOUR WRCA-TV 10:30

Margaret O'Brien

LOOK UP AND LIVE CBS 10:30

The Theology of Jazz - Part II - with Dave Brubeck Quartet: Brubeck, Paul Desmond, Bob Bates, Joe Dodge; (SD)

GOODYEAR TELEVISION PLAYHOUSE NBC 9pm

Spring Reunion - (O) by Robert Alan Aurthur; with Kathleen Maguire, Phil Abbott, Robert Simon, Sally Gracie, Ruth White, Arthur Storch, Jerome Ansbacher; (SD) by Bob Mulligan

Loretta Young NBC 10pm

Fear Me Not - (O) by Gene Levitt; with Phyllis Thaxter, Robert Preston, Mary Alan Hokanson, Lillian Culver; (SD) by Harry Keller; Guest Hostess - Rosalind Russell

MONDAY AUGUST 29  
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Superman WRCA-TV 6pm

Clark Kent, Outlaw - with regulars & Robert Shayne; (SW & SD)

Sherlock Holmes (Ronald Howard) WRCA-TV 7pm

The Case of the Laughing Mummy - (O) by Charles Early; with regulars & Barry McKaye, Juen Elliott, Lois Perkins, Marechal, Frederick O'Brady, Colin Maun; (SD)

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30

Jack Paar continues as host replacing vacationing Godfrey thru 9/5; Danny Costello (S), America Crespo (S), The Stanley Boys: Bill Hired, Thomas Traynor, Paul Ely, M. Ray Dohman (S)

VOICE OF FIRESTONE ABC 8:30

George Feyer (M), Jean Fenn (S), Robert Rounseville (S)

Those Whiting Girls CBS 9pm

regulars & Don Brodie, Freddie Ridgeway, George Brand; (SW&SD)

ETHEL AND ALBERT CBS 9:30

regulars & Dortha Duckworth, Maurice Wells, George Petrie, Harry Worth, Garry Walberg, Patsy O'Shea; (SW & SD)

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THE UNIVERSITY OF CHICAGO
CHICAGO, ILL.
JAN 10 1968

the 1990s, the number of people in the world who are under 15 years of age is expected to increase from 1.1 billion to 1.5 billion. The number of people aged 65 and over is expected to increase from 200 million to 400 million. The number of people aged 15-64 years is expected to increase from 2.5 billion to 3.5 billion. The number of people aged 65 and over is expected to increase from 200 million to 400 million. The number of people aged 15-64 years is expected to increase from 2.5 billion to 3.5 billion.

Journal of Management Education 30(6)

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MONDAY AUGUST 29 (Cont'd)
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ROBERT MONTGOMERY NBC 9:30  
 PRESENTS

The Return of Johnny Burro - (O) by John Cunningham (from Outlaw's Partner), (A) by Milton Gelman; with regulars & Jay Barney, William Johnstone, Wyatt Cooper, Ken Renard; Dir by Frank Telford

Eddie Cantor WABC-TV 10pm

Rudy Vallee (S)

STUDIO ONE CBS 10pm  
 SUMMER THEATRE

A Chance at Love - (O) by Shirley Peterson; with Georgiann Johnson, Richard Kiley, Gena Rowlands, Bram Nossen, Chris Gampel, Arthur Batanides; Dir by Alan Cooke; Song by Eugene Cines & Carl Sigman, sung by Bernadine Read

TUESDAY AUGUST 30  
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TALENT VARIETIES ABC 7:30
 (Slim Wilson)

Vera McNary (M), Pete and Repeat (D), Herb Sheldon (mimic), Fawcett Ross (magic) (FROM SPRINGFIELD)

ARTHUR MURRAY PARTY NBC 8:30

Bert Lahr (C), the Fontane : Sisters (S)

MUSIC '55 CBS 8:30

Alec Templeton (M), Carmen McRae (S)

Jane Wyman's Fireside Theater NBC 9pm

Technical Charge of Homicide - (O) by Cyril Hume; with Jane Wyman, William Ching, Nan Boardman, Argentine Brunetti; (SD) Sidney Lanfield; Prod by Bill Asher (PREMIERE)

WEDNESDAY AUGUST 31
 ~~~~~

FRANKIE LAINE TIME CBS 8pm

Gloria DeHaven (S), Henny Youngman (C), Mort Gunty (C)

Father Knows Best NBC 8:30  
 (Robert Young)

The Art of Salesmanship - (O) by Roswell Rogers; with regulars Robert Young, Jane Wyatt, Elinor Donahue, Billy Gray, Lauren Chapin, Ralph Dumke & June Ellis; (SD) by William D. Russell (PREMIERE)

The Millionaire CBS 9pm

The Story of Walter Carter - with Julie Jordan, Rand Brooks

KRAFT TELEVISION NBC 9pm  
 THEATRE

The Chess Game - (O) by Robert Howard Lindsay; with Melvyn Douglas, Richard Morse, Lin McCarthy, Constance Wilson, Harold Stone, Mary Finney, Kay MacDonald, Aina Niemela; (SD) by Dick Dunlap (REPEAT OF SCRIPT ORIGINALLY DONE 2/4/53)

UNITED STATES CBS 10pm  
 STEEL HOUR

Counterfeit - (O) by J. P. Priestley (from Laburnum Grove), (A) by Ellen Violett; with Boris Karloff, Jessie Royce Landis, Sarah Marshall, Murray Matheson, Terence Kilburn, John McGiver, Lucie Lancaster, Ronald Long, Humphrey Davis, Stanley Bell, Harry Gresham; (SD) by Norman Felton

Douglas Fairbanks WRCA-TV 10:30

The Sound of Your Voice - (O) by Hugh Mills; with Ian Hunter

THURSDAY SEPTEMBER 1  
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CLIMAX! CBS 8:30
 (Bill Lundigan)

The Adventures of Huckleberry Finn - (OO) by Mark Twain; (A) by DeWitt Bodeen; with Thomas Mitchell, Elizabeth Patterson, John Carradine, Walter Catlett, Minor Watson, Katharine Warren Charles Taylor; (SD) by Herbert Swope, Jr. (FROM HOLLYWOOD)

STAR TONIGHT ABC 9pm

Trifles - (O) by Susan Glaspell, (A)-(SW); with Barbara Joyce, Jane Seymour, Allen Nourse, Roland Wood, Walter Klavun; (SD) by Alan Anderson

LUX VIDEO THEATRE NBC 10pm

The Last Confession - (O) by Rene Belbenoit (from article in Reader's Digest) - (A) - not listed; with Eduard Franz (H'WOOD)

FRIDAY SEPTEMBER 2
 ~~~~~

Science Fiction Thre WRCA-TV 7pm

Barrier of Silence - with Adolph Menjou; (SW & SD)

Schlitz Playhouse CBS 9pm

Three Months to Remember - (O) by Frank O'Rourke, (A) by DeWitt Bodeen; with Don Taylor, Sallie Brophy, Diane Jergens, George Neise, Velma Royton, Howard Wendell, Gilmore Bush, George Eldredge; (SD) by William A. Seiter

The Vise ABC 9:30

Never Let Me Down - with Kay Gallard, Phil Brown, Gordon Tanner





MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 26 THRU SUNDAY SEPTEMBER 4  
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TODAY	NBC 7am	F(9/2) - Herman Wouk (author of <u>Marjorie Morningstar</u>)
GEORGE SKINNER	WCBS 9am	M thru F - Shirley Harmer subs for vacationing Betty Cox as(S)
GARRY MOORE	CBS 10am	F(9/2) - Cliff Norton (C), Joe Termini (C-M), The Mello-Larks(S)
JACK PAAR	CBS 1pm	W - June Carroll (S); F - Burl Ives (S)
ART LINKLETTER	CBS 2:30	W- Lalo Guerrero (songwriter)
WAY OF THE WORLD (Gloria Louis)	NBC 4pm	<u>The Enemy</u> - (O) by Nelia Gardner White, (A) by William Mourne; with Jan Miner, Lauren Gilbert, Phil Meeder, Vera Allen; M thru F; (SD)
WORLD OF MR. SWEENEY NBC 4:30 (Charlie Ruggles, Glenn Walken, Helen Wagner)		regulars &: M - Harrison Dowd, Belle Flower, Dorothy Sands; W - Dorrit Kelton; Thu & F - Charles Mendick; Thu - Susan Steell; ((O) by Bernice Kerman; (SD)
MODERN ROMANCES (Martha Scott)	NBC 4:45	M thru F - kine repeat of <u>The Ultimatum</u> - (O) by Harry W. Jun- kin; originally done on 10/25/54
<u>Stories of the Cen- tury</u>	WCBS 5pm	9/3 - <u>Belle Star</u> ; 9/4 - <u>Geronimo</u> (both seen previously)
JULIUS LaROSA	CBS 7:45	M - Eydie Gorme; W - Monica Lewis; F- Pat Boone (all S, sub- bing for LaRosa)
TONIGHT (Steve Allen)	NBC 11:30	M - Orson Bean (C), Louis Nye (C), Dave Brubeck & his Trio (M) Tu - Toni Arden (S); W - George Shearing & his Trio (M); Thu - Carol Bennett (S) The Denvers (knife-throwing); F - Kaye Bal- lard (S&C); Ernie Kovacs subs for vacationing Allen for 2 wks

SATURDAY SEPTEMBER 3
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|                                                                 |                     |                                                                                                                                                                                                                                               |
|-----------------------------------------------------------------|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Commando Cody</u><br>(Judd Holdren)                          | NBC 11am            | <u>Hydrogen Hurricane</u> - with regulars & Denver Pyle, Keith Rich-<br>ards, Gloria Pall, Peter Ortiz, Kenneth MacDonald, Dale Van<br>Sickel; (SW & SD)                                                                                      |
| <u>Tales of the Texas<br/>Rangers</u> (Willard Parker)          | CBS 11:30           | <u>Ransom Flight</u> - (O) by Robert Schaefer & Eric Freiwald; with<br>regulars: Willard Parker & Harry Lauter; & Jan Shepard, Paul<br>Maxey, Jack V. Littlefield, William Boyett, John Pickard,<br>Peter Dane; (SD) by Lew Landers(PREMIERE) |
| AMERICA'S GREATEST<br>BANDS(Paul Whiteman)                      | CBS 8pm             | Claude Thornhill, Richard Maltby, Stan Kenton, Clyde McCoy<br>& their respective bands                                                                                                                                                        |
| MUSICAL CHAIRS<br><u>Texaco Star Theatre</u><br>(Jimmy Durante) | NBC 9pm<br>NBC 9:30 | Connie Haines (S) (FROM HOLLYWOOD)<br>Dave Barry, Clint Sundberg, Robert Pike, Pierre Watkin, Borden<br>Twins & Durante regulars; (SW & SD)                                                                                                   |
| TV'S TOP TUNES                                                  | CBS 10pm            | Teresa Brewer subs for LaRosa; Pat Boone (S)                                                                                                                                                                                                  |
| <u>Damon Runyon Theatre</u>                                     | NBC 10:30           | <u>Bred for Battle</u> - (O) by Jack Harvey; with Sheldon Leonard,<br>John Bromfield, Nancy Gates, Maxie Rosenbloom, George E. Stone,<br>Race Gentry, John V. Connors; (SD) by Sidney Miller                                                  |
| <u>Mayor of the Town</u><br>(Thomas Mitchell)                   | WRCA-TV 11:15       | <u>Minnie's Romance</u> - (O) by Erna Lazarus; with regulars & Pattee<br>Chapman, John Archer; (SD)                                                                                                                                           |

SUNDAY SEPTEMBER 4  
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<u>Wild Bill Hickok</u>	CBS 11:30	<u>The Young Witness</u> - with regulars; (SW & SD)
<u>Captain Gallant of the Foreign Legion</u> (Buster Crabbe)	NBC 5:30	<u>The Prayer Rug</u> - (O) by Gene Levitt; with regulars & Jacqueli- ne Porel, Jean Michaud, Aminel, Gordon Heath, Roger Treville
<u>You Are There</u> (Walter Cronkite)	CBS 6:30	<u>The Surrender of Cornwallis</u> - (O) by Don Clark; with Herbert Rudley, Scott Forbes, Mack Williams, Russ Conway, Gavin Muir, Paul Collins, Trevor Ward, Donald Lawton, Robert Patten, Paul Hahn, Bing Russell; (SD)
IT'S MAGIC (Paul Tripp)	CBS 7pm	The Amazing Randi, Ching, Jay Marshall (all magicians) (LAST SHOW)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	<u>Icecapades of 1956</u> - starring Donna Atwood in <u>Peter Pan</u> number Paul Gregory, Charles Laughton, Shelley Winters, Lillian Gish & clips from <u>Night of the Hunter</u> (FROM ATLANTIC CITY)

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The Whistler WPIX 9pm

Lucky Night - (O) by Russell Hughes; with Irene Ryan, Byron Foulger, Peter Leeds, Robert Griffin, Scott Douglas, William Forman; (SD)

PHILCO TELEVISION NBC 9pm  
PLAYHOUSE

Miss America Story - (O) by Roger O. Hirson; with Lee Ann Merriwether, Johnny Desmond (S), Katherine Meskill, Howard Freeman, Lori March, Peter Turgeon, Sidney Armus, Jonathan Harris, Bonnie Bartlett, James Little, Lilyan Wilder, Milo Boulton, Charlotte Rae, Arny Freeman, David Doyle, Addison Powell, Bill Berger; Dir by Paul Lammers

Loretta Young NBC 10pm

Weekend in Winnetka - (O) by Marian Thompson; with Virginia Bruce, Gene Raymond, Ann Doran, John Eldredge, Edith Evanson, Eleanor Donahue, Natalie Schaefer; (SD); Rosalind Russell is guest hostess

APPOINTMENT WITH CBS 10pm  
ADVENTURE

The Pirate's House - (O) by Doug Taylor; with Tony Randall, Gena Rowlands, Jack Klugman, Joseph Sweeney, James Millhollin, Dir by David Rich

# NEW YORK TALENT AVAILABILITIES

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RAPHAEL COMPOS - the delinquent Puerto Rican of The Blackboard Jungle soon to be seen in M-G-M's The Trial - CONTACT: Marvin Levy, JU 2-2000

BETSY PALMER - ingenue of Mr. Roberts film at the Music Hall - AGT: Robert Lantz, PL 5-6850

MEREDITH WILLSON - author of Eggs I Have Laid, published by Holt - CONTACT: Barbara Emerson, MU 8-9100

VALERIE COSSART - star of nine repeat on Modern Romances this week - AGT: Briscoe & Goldsmith, MU 2-6244

JESSIE ROYCE LANDIS - takes over Edna Best's role in this week's U.S. Steel Hour - AGT: Lee-Draper, JU 6-4180

MICHAEL KIDD - choreographer, appearing as an actor in next attraction at the Music Hall, It's Always Fair Weather - CONTACT: Marvin Levy, JU 2-2000

RONNIE LEE - currently dancing in Plain and Fancy - BO 3-4501

DAGMAR - blonde comedienne - AGT: Joe Glaser, Associated Booking, PL 9-4600

WILLY LEY - authority on popular science & rockets - MGT: Clark H. Getts, LE 5-4451

PHILIPPA BEVANS - seen in King and Mrs. Candle - AGT: Grace Lyons, JU 6-8330

WESLEY ADDY - appears in United Artists release of The Big Knife - AGT: Peter Witt, PL 9-7966

ROBERT MERRILL - host on Saturday's TV Workshop - MGT: NCAC, PL 9-6000

JERRY ANSBACHER - in last night's Spring Reunion on TV Playhouse - AGT: George Baxt, OX 5-2364

CLIFF NORTON - regular on Caesar Presents - AGT: Nat Debin, CO 5-0127

RICHARD HEARNE (Mr. Pastry) - frequent guest on Toast of the Town - AGT: Lew & Leslie Grade, JU 6-4190

ALICE CLAVEL - singer - AGT: Miles Ingalls, MU JU 6-3000

JEAN STAPLETON - sings reprise of Heart in Damn Yankees - AGT: George Morris, MU 8-0960

LORI MARCH - AGT: Lucile A. Phillips, CI 7-3263

JEAN FENN - MGT: NCAC, PL 9-6000

JANICE RULE - to be in new play opening Phoenix Theatre season - AGT: Gloria Safier, TE 8-4868

RENATA TEBALDI - on Telephone Hour Labor Day - MGT: Columbia Artists, CI 7-6900

CHARLES TAYLOR - child actor seen in Adventures of Huckleberry Finn on Climax! - AGT: Julie Leonard, MO 3-6911, UN 5-1821

ANNA BERGER - in last week's Windows - PL 7-6300

WILLIAM TABBERT - plays Marius in Fanny - PRESS: Dick Weaver, MU 5-0210

JOSEPH SCHILDKRAUT - star of Diary of a Young Girl, new Bloomgarden production - AGT: Milton Goldman, MU 8-0840

HARRY BELLAVER - Cagney's stooge in Love Me or Leave Me - LE 2-1100

DICK NOEL - DuMont's Funny Bunny - MU 8-6600

JOANNA ROOS - completed role in film of Patterns - EL 5-2179

1. The first part of the report is a general overview of the project. It describes the objectives, the scope, and the methodology. The objectives are to develop a system that can handle large amounts of data and to provide a user interface that is easy to use. The scope is limited to the development of the system and the testing of the system. The methodology is based on the use of a structured programming language and a database management system.



2. The second part of the report is a detailed description of the system. It describes the architecture, the components, and the data flow. The architecture is based on a client-server model. The components are the client, the server, and the database. The data flow is from the client to the server and from the server to the database.

3. The third part of the report is a description of the testing process. It describes the test cases, the test results, and the conclusions. The test cases are based on the requirements of the system. The test results show that the system meets the requirements. The conclusions are that the system is reliable and that it can handle large amounts of data.

4. The fourth part of the report is a description of the implementation process. It describes the development of the system, the testing of the system, and the deployment of the system. The development of the system is based on the use of a structured programming language and a database management system. The testing of the system is based on the use of a test case and a test result. The deployment of the system is based on the use of a deployment tool.

5. The fifth part of the report is a description of the maintenance process. It describes the monitoring of the system, the troubleshooting of the system, and the updating of the system. The monitoring of the system is based on the use of a monitoring tool. The troubleshooting of the system is based on the use of a troubleshooting tool. The updating of the system is based on the use of an updating tool.

6. The sixth part of the report is a description of the conclusion. It describes the overall results of the project and the lessons learned. The overall results show that the system meets the requirements. The lessons learned are that the system is reliable and that it can handle large amounts of data.

7. The seventh part of the report is a description of the references. It lists the books, articles, and other sources that were used in the report. The references are listed in alphabetical order.

8. The eighth part of the report is a description of the appendix. It contains the source code, the test cases, and the test results. The source code is written in a structured programming language. The test cases are based on the requirements of the system. The test results show that the system meets the requirements.

9. The ninth part of the report is a description of the index. It lists the topics that are covered in the report. The index is listed in alphabetical order.

10. The tenth part of the report is a description of the bibliography. It lists the books, articles, and other sources that were used in the report. The bibliography is listed in alphabetical order.

11. The eleventh part of the report is a description of the conclusion. It describes the overall results of the project and the lessons learned. The overall results show that the system meets the requirements. The lessons learned are that the system is reliable and that it can handle large amounts of data.

12. The twelfth part of the report is a description of the references. It lists the books, articles, and other sources that were used in the report. The references are listed in alphabetical order.

13. The thirteenth part of the report is a description of the appendix. It contains the source code, the test cases, and the test results. The source code is written in a structured programming language. The test cases are based on the requirements of the system. The test results show that the system meets the requirements.

14. The fourteenth part of the report is a description of the index. It lists the topics that are covered in the report. The index is listed in alphabetical order.

15. The fifteenth part of the report is a description of the bibliography. It lists the books, articles, and other sources that were used in the report. The bibliography is listed in alphabetical order.

16. The sixteenth part of the report is a description of the conclusion. It describes the overall results of the project and the lessons learned. The overall results show that the system meets the requirements. The lessons learned are that the system is reliable and that it can handle large amounts of data.

17. The seventeenth part of the report is a description of the references. It lists the books, articles, and other sources that were used in the report. The references are listed in alphabetical order.

18. The eighteenth part of the report is a description of the appendix. It contains the source code, the test cases, and the test results. The source code is written in a structured programming language. The test cases are based on the requirements of the system. The test results show that the system meets the requirements.